HOUSING IS PEOPLE

Journal of Housing

MARCH 1958

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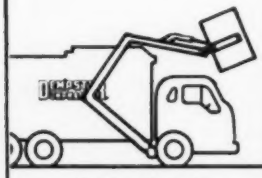
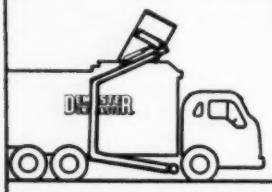
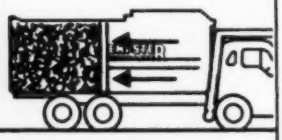
Or Handles Containers Automatically



Hoists Containers Overhead



Empties and Puts Them Down



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Journal of Housing

March 1958
Volume 15—Number 3

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"HOUSING IS PEOPLE"—

there's an odd little phrase! Its origin is lost somewhere back in the early days of public housing. It undoubtedly came into being out of the same motivations that have prompted this "housing is people" issue of the *Journal:* that is, to serve as a reminder that this business of clearing slums and rebuilding communities is all directed toward relieving some of the human miseries of the world and opening the way for some of the joys of living that are all too often cut off by the handicaps of poverty, illness, or disaster.

Very probably the "housing is people" phrase exploded from the mouth of some frustrated houser who found himself surrounded by a growing body of rules and regulations, standards and specifications, laws and legal papers, none of which seemed to carry any implications at all that they were concerned with flesh-and-blood problems or were directed toward providing pleasant and rewarding human experiences. "Housing is PEOPLE," this anonymous phrase-maker most certainly must have muttered, as he tried to find the answer to some unpredictable and pressing problem on the pages of his fully indexed manual of procedures.

Probably as a reflection of prevailing practices, the *Journal of Housing* finds that its space is pretty well filled up, month after month, with stories on rules and regulations, standards and specifications, laws and legalities. "Human interest" stories keep getting put off until next month . . . and next month never comes. So, in this issue, most of the features and pictures have been taken from the long-neglected "housing is people" file. There are many more such stories still in the files—but there probably will not be another chance before the year is out to put them into print. So this March *Journal* will have to serve as a reminder, all during the year ahead, that "housing is people."

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Personals

LEE F. JOHNSON
is due to become the new executive director of the Housing Authority of the City and County of Denver. He will leave his post in Washington, D. C., as executive vice-president of the National Housing Conference some time before the first of July to take on the Denver job.

Just about a year ago, Mr. Johnson asked the NHC board to accept his resignation but was prevailed on at that time to stay with the organization (see April 1957 JOURNAL, page 112). He has been with NHC for some 14 years and has been accorded countless tributes for the skill and devotion with which he has worked for constructive congressional action on housing and urban renewal legislation.

Mr. Johnson will succeed **Walter A. Gail** in the Denver job. Mr. Gail started with the authority in 1948. He left the agency last November as a result of controversies with members of the board. Acting director since that time has been **R. A. Bremer**, formerly with the Dallas housing authority, who only last year returned to the housing field after having been in private business for some five years.

In taking the Denver job, Mr. Johnson will be returning to his home state. He attended the University of Colorado and, early in his career, published a Delta County newspaper; subsequently, he served as secretary to the state's late Senator Edward Costigan. From 1938 until he joined NHC in 1944, he was a top staff member of the United States Housing Authority and its successor agencies.

W. BEVERLEY MASON, JR.
this month became the Federal Housing Administration's assistant commissioner for technical standards. For the past three years he has headed up FHA's urban renewal program and has worked closely with NAHRO's Redevelopment Section. He first joined up with FHA in 1938, with a three-year period off while he was on Navy duty during World War II; then, from 1948 to 1953, he was a staff member of the loan guarantee service of the Veterans Administration, returning to FHA in 1953. In his new job, Mr. Mason will head the underwriting operations of the agency, setting standards for determining the insurable risk of FHA-backed loans. He will supervise and coordinate architectural, appraisal, and credit standards.

MRS. MARIE C. McGUIRE,
executive director of the San Antonio housing authority, last month was selected as one of the 11 most outstanding citizens of her city by the American G.I. Forum of Texas, a veterans family organization. The Forum announced that the selections honored "those people in our city who have done the most during the year of 1957 to implement the ideals of the American G.I. Forum." Mrs. McGuire received an award certificate at a February 15 dinner meeting.

ALBERT N. LeFEVRE
has been appointed deputy executive director of the Fresno city and county housing authorities, of which Hugo F. Allardt is the director. Mr. LeFevre was formerly the executive director of the Benicia housing authority, from which he resigned late last year in anticipation of an overseas assignment that was subsequently cancelled (see January JOURNAL, page 4).

WILLIAM SLITT
this month began service as the director of Hartford's new Department of Housing, created by the city council last December. The department, believed to be unique in the country, will be responsible for providing low- and moderate-rental housing for families displaced by redevelopment projects, highways, bridge construction, or flood control programs. It will operate under the direction of the city manager. Construction will be financed by 40-year bonds; operation of the housing may be undertaken by the department or the units may be leased or sold to private management firms.

Mr. Slitt was formerly the director of management for the Housing Authority of the City of Hartford. He began service with the authority six years ago as organization and methods officer.

William Quinn takes over as the authority's management director. He had previously been the manager of Bellevue Square.

EDWARD F. BARRY,
chairman of the Memphis Housing Authority, was named "Man of the Year" early in 1958 by the Memphis Civitan Club. Significant among the many accomplishments for which Mr. Barry was honored is his 23-year period of service to the city's public housing program as a commissioner of the authority.

WILLIAM J. HARRIGAN,
another long-time housing authority commissioner, was this month the recipient of a "Good Government Award" from the Hammond Junior Chamber of Commerce. As of May of this year, Mr. Harrigan will have served as chairman of the Housing Authority of the City of Hammond for 20 years. It was in recognition of this service that he received the chamber's award.

A. T. SPIES,
a commissioner of the Albany, Georgia, housing authority, died early last month, following a short illness. He was a prominent local businessman, heading up a real estate firm at the time of his death. He had been active in the civic and social life of the community. **Fred Mills,** an official of a transportation company, succeeds Mr. Spies as a member of the authority's board of commissioners.

PAUL OPPERMANN
is to take office in late March as the executive director of the Northeastern Illinois Metropolitan Area Planning Commission, with headquarters in Chicago. He has resigned as San Francisco's director of planning, a position he has held since 1949 and in which he was closely associated with the local redevelopment program. The Illinois commission is a newly created agency, assigned to cope with problems of "urban sprawl" via a program of metropolitan planning.

MRS. EVELYN WELLIVER,
manager-director of the Hamilton Metropolitan Housing Authority for some 15 years, died late in 1957. She had been a NAHRO member for many years.

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News Notes

HOUSING POLICY PROPOSALS MADE BY MAJOR ORGANIZATIONS

As a forecast of the messages Congress will be getting this spring from major national organizations concerned with the urban renewal program, there are summarized below the policy resolutions and views adopted within recent months by some of these organizations during their annual conferences and business meetings.

Straws in the wind as to what spokesmen for the private investor in the homebuilding industry will be saying come from the conference proceedings of the National Association of Real Estate Boards, the National Association of Home Builders, and the Mortgage Bankers Association. An idea of the kind of testimony that can be expected from organizations that traditionally speak on behalf of the "general public welfare" shows up in policy statements from the American Municipal Association and the AFL-CIO.

NAREB: while in general agreement with the Urban Renewal Administration's neighborhood conservation efforts, NAREB failed to take a stand on the over-all aspects of the renewal program . . . but did recommend that state and local governments "assume a much greater degree of responsibility for slum clearance."

As to public housing, the realtors called upon the administration to recommend no more units and asked that Congress allow the program to end as of this year. The housing needs of low-income families not eligible for the Federal Housing Administration's relocation housing insurance program (Section 221) should be assisted, NAREB proposes, by a "program of rent allowances by local welfare agencies to be applied to housing that conforms to local health and safety standards." Otherwise, NAREB feels that the Section 221 program is adequate to provide low-cost housing for renewal program displacees.

NAHB: a "continuous and uninterrupted urban renewal and slum clearance program," is the homebuilders' recommendation this year, noting that "slums, overcrowding, and neighborhood deterioration must be eliminated from the nation by the private enterprise system." On the general housing front, the association called for an end to "needless and unrealistic building requirements imposed by all levels of government." NAHB also deplored the scarcity of building sites caused by the "inability of municipalities to provide necessary community facilities," thus raising home buying costs to "dangerously" high levels. To bring home prices down, NAHB advocates that manufacturers, labor, and builders get behind efforts to "keep increases in home costs to the barest minimum."

NAHB took no stand on public housing—a switch from some of the past vigorous resolutions opposing the program.

MBA: gloomy, tight money forecasts marked the mortgage bankers 44th annual convention last November, reports *The Mortgage Banker.* "There had been some improvement in the mortgage business in recent months—but you had to look closely to determine the extent . . . That was what most mortgage men knew when they gathered in Dallas . . . [they] were, generally speaking, finishing up one of the most difficult years in the business—and most of them were anticipating a continuation of the present trend into the next year." Then came the drop in the Federal Reserve Bank's discount rate from the 3½ to 3 per cent. "Now," states the association publication, "a few days after the Federal Reserve's surprise move, that outlook has improved immeasurably."

As to what the mortgage bankers think the Congress should do, the answer seems to be: NOTHING. A free market, the organization's president says, is what is needed, with interest rates allowed to fluctuate according to conditions.

AMA: mayors and municipal officials strongly favor continuing public housing, with minor adjustments: "more emphasis is required on the specialized needs of the large family, the senior citizens, and the fatherless family." Also, AMA points out in its 1957 conference resolution, public housing should be integrated into the "total community" making use of rehabilitated homes as well as new projects.

On the rental housing front, AMA called for administrative and legislative review of FHA programs to provide for greater assistance in financing rental housing.

AMA's urban renewal recommendations included increased federal financial aid to municipalities, an increase from the present two-thirds federal share of net project costs to four-fifths; establishment of a 10-year program with an "annual authorization of additional capital grant reservation funds of 500 million dollars a year."

AFL-CIO: housing and renewal came in for strong backing from labor at this year's national AFL-CIO convention. For public housing, the organization backed an improved and enlarged program,

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to be launched immediately, with provision for construction of at least 200,000 units a year. As to moderate-income housing, the unions called for low-interest, long-term loans to be made available "without subsidy for cooperative, non-profit rental and sales housing . . ." For renewal, Congress was called upon to authorize 500 million dollars a year for a 10-year period to assure that city rebuilding programs could "go forward as rapidly as possible," with the federal government to bear a larger proportion of project costs, "if necessary," and to make technical assistance and financial aid available for metropolitan planning and to "facilitate balanced growth for our rapidly expanding metropolitan areas."

EXPERTS SURVEY RENTAL HOUSING IN ACTION-HOUSING, INC. MEET

Hailed as a "renaissance agency" and a "dynamic new force for community action" for the city of Pittsburgh and surrounding Allegheny County, ACTION-Housing, Inc. has been making news ever since it set up shop last August. Recent items: (1) on January 7-8, it co-sponsored with *House and Home* magazine and the American Council To Improve Our Neighborhoods a national, high-level, round-table conference on the rental housing slump; (2) backing words with deeds, it has sponsored Pennsylvania's first Section 221 rental housing project.

The conference, held in Pittsburgh, brought together 56 lenders, architects, realtors, economists, lawyers, planners, industrialists, builders, and high government housing officials and asked them to answer the question: "What Must Be Done to Make Moderate Rental Housing Work in a Typical City Like Pittsburgh?" Up for discussion: how to finance rental housing, which, according to conference participant-economist Louis Winnick, has undergone a spectacular drop (in the 1920's rental housing was 40 per cent of starts; by 1956 the figure had dropped to 8 per cent); how to woo investors; how to achieve rentals moderate-income families can afford. Some conclusions reached: (1) there was general agreement that there are no simple or easy solutions—many will have to be used; (2) the Federal Housing Administration remains essential to low-equity rental financing: minimum investment yielding enough profit to attract investors . . . rents at a level that can offset the competition offered by low downpayment FHA home ownership; (3) through code enforcement, existing housing must be improved or removed from the market, forcing recognition of the need for new rental housing; (4) regional planning should spell out areas best suited for moderate-rental and high-rental housing; (5) tax law changes could ease the loan on financing sources and real estate trusts; (6) cities should "stockpile" cleared slum land to ease capital tie-up while awaiting federally-aided redevelopment project approval.

Since its creation, ACTION-Housing, Inc. (Allegheny Council To Improve Our Neighborhoods-Housing, Inc.) has racked up an impressive score on other fronts. With Bernard E. Loshbough as its executive director from the start (see July 1957 JOURNAL, page 225), it has sparked liaison between all groups interested in a comprehensive renewal and housing program for Allegheny County and Pittsburgh. It has built up interest, promoted the program, initiated research, and brought in top people from a variety of fields to discover, sell, and show what can be done. Early in January, the group received a commitment from the Federal Housing Administration to insure a Section 221 mortgage on the 209-unit rental project noted above. Its plans for the future include conferences on cooperative housing and housing for the elderly—both slated to feature national leaders in the fields. The JOURNAL will report in detail in later issues on the 221 project and on the conferences.

FIRST REPORTS RELEASED FROM NATIONAL HOUSING INVENTORY

What's been happening in housing since the score was added up at the time of the 1950 housing census?

The answers that were toted up in the National Housing Inventory

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that was taken a year ago in December are now beginning to come in (see January 1957 JOURNAL, page 24). Here are some of the findings that the bureau of the census, which conducted the inventory, has released in the past few months.

—**Nationally,** there has been a net increase of 9.4 million dwelling units. This total represents an average annual gain in the number of housing units in the national inventory of roughly 1,390,000 for the years between 1950 and 1956 . . . far exceeding the average annual gain that was rolled up between 1940-1950: 870,000 units. Total number of dwelling units in the United States as of December 1956: approximately 55,340,000.

—**Regionally,** the South scored the highest net gain from 1950 to 1956: 2,980,000 units— almost one-third of the total national gain for the inventory period. Other regional gains: the Northeast — 2,150,000; the West—2,130,000; and the North Central region — 2,100,000. Percentage-wise, relative to each region's own housing gain, the West led with 33 per cent, followed by the South's 22 per cent; the Northeast and North Central regions registered 18 and 15 per cent gains, respectively.

The South led in new construction—totalling 3,770,000 units (but, as it also led in dwelling unit losses by demolition—45 per cent of all losses, for a regional record—the net gain figure noted above resulted); the North Central region was next with 2,420,000, followed by the Northeast region with 2,370,000 units.

—**Metropolitan areas** came in for the greatest proportionate increase in housing: 23 per cent, as against an increase of 16 per cent for areas outside of metropolitan boundaries.

—**Quality of housing** improved between 1950 and 1956: more than three-quarters of the units covered in the inventory were not dilapidated and had all plumbing facilities. Two-thirds of the inventory fell into this category in 1950. Reasons given for quality improvement: (1) the majority of new units constructed since 1950 (a gross total of nearly 11 million before subtraction of losses, see below) had all plumbing facilities; (2) improvements in existing housing since that time; (3) the demolition of units lacking facilities.

—**Conversions, demolitions, mergers** accounted for both losses and gains in the total increase (see above). Gains were brought about by (1) dividing one dwelling unit into two or more; (2) adapting family living quarters for transient accommodations and rooming

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houses; (3) converting non-residential structures to dwelling space—in all, resulting in over 1.5 million "new" units. Conversely, 3,210,000 units were "lost" by (1) demolition; (2) merging of two or more units into fewer units; (3) changing of dwelling unit space into non-residential space; (4) abandonment, disaster, etc.

The census bureau plans to release more detailed characteristics of the nation's housing inventory during coming months through a series of bulletins.

Since the issuance of the above preliminary reports, a question has arisen with reference to the fact that what these inventory figures show does not jibe with the month-to-month figures that the bureau of labor statistics compiles: there's a difference of some 20 per cent between census and BLS figures—the inventory shows 2.8 million more units added to the nation's housing stock during the inventory period than the bureau of labor statistics. Although both agencies can agree that some of this difference stems from differences of definition, coverage, etc., the wide spread between the two sets of figures has led to proposals that the entire job of compiling housing statistics ought to be in the hands of one national agency. Prediction is that the issue is going to be up for a congressional decision this year, in connection with appropriation measures. The story is that both of the federal government departments involved—the Department of Labor and the Department of Commerce—want the job and that decision is not going to be easily reached.

ACTION GEARED UP FOR BUSY, VARIED 1958 PROGRAM YEAR

The job of stimulating general public interest in the nation's urban renewal program and then harnessing that interest to actual brick-and-mortar activity: that's the basic purpose of ACTION – the American Council to Improve Our Neighborhoods. During 1958, the council is moving in on this job along a number of fronts, as summarized below.

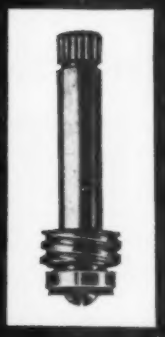
Homebuilding Industry: capitalizing on the recent break in the long-time apathy of private homebuilders toward the investment potentialities of the urban renewal program, as manifested by heavy attendance at renewal sessions during the January convention of the National Association of Home Builders, ACTION sponsored a two-day "Building Industry Congress on Urban Renewal" in Washington March 17-18. The call for the congress said: "For the first time, by deliberate design, private builders will meet face-to-face with cities having cleared land for redevelopment and rehabilitation projects ready for builder participation."

ACTION was joined in sponsorship of the conference by the National Housing Center; a past president of NAHB chaired the congress.

Businessmen in General: to engage the interest of businessmen in general in the urban renewal movement, ACTION early this year released a leadership guide under the title *ACTION Evaluator—Business Takes Action for Urban Renewal*—a kit that tells businessmen why they should be interested in the elimination of slums and blight and then provides a step-by-step procedure for organizing the machinery to do the job (see "Prime and Pertinent" listing, page 106). The *Evaluator* portion of the kit is a manual that demonstrates how to go about taking an inventory of a community's housing supply and how to evaluate the kind of governmental tools that are at hand for tackling a renewal job. To test out the workability of the *Evaluator*, ACTION staff members have been working (at reduced rates) in five "pilot cities" (Bangor, Springfield, Somerville, New Britain, Holyoke). Business groups that want to get started in other cities can "go it alone," following the guidance of the kit material—or they can ask for ACTION staff assistance, paying full-rate per diem fees and underwriting all travel and accommodation expenses.

General Public: again this year, for the third consecutive year, ACTION is benefiting by a free, full-scale national advertising program, sponsored by The Advertising Council, with creative talent contributed by the Young & Rubicam advertising agency. Theme of this year's campaign is the importance of citizen participation for community improvement. Almost 1800 newspapers and 3600 radio-TV stations are on the mailing list for the campaign—also consumer magazines, trade journals, billboard companies, and transportation companies that use car-

(*Continued column one, page* 88)



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THE AGED

gain from housing-is-people ideas

"What we frequently refer to today as the 'problem of housing the aging' is a misstatement. Age in itself is a season of experience, of wisdom, of judgment, when some of our most creative work can be done. Our problem is not age. Our problem is neglect—neglect of people, of our human resources . . ."

That's the way Housing and Home Finance Agency Administrator Albert M. Cole gave expression last November to the need for applying a housing-is-people philosophy to the aged. The occasion for Mr. Cole's utterance was a history-making one: when it was announced that the Federal Housing Administration had approved mortgage insurance for the conversion of a run-down old Detroit hotel into a housing development for the aged (a religious institution is the nonprofit sponsor).

The JOURNAL from time to time has reported progress in the field of housing for the aged and in February 1956 a whole issue was devoted to this subject. Since enactment of the 1956 housing amendments—when federal help for housing this group was put on the books—the number of communities in which some kind of move has been made to supply either public or private housing for the aged had been steadily growing (see box, page 83).

The JOURNAL is not here attempting to round out a complete picture of what's been happening. But, for this housing-is-people issue, there is a side of the story that is very pertinent to the theme. The stories below were selected because they point up the human side of the job of housing the aged. They show that an oldtimer wants and needs much more in his living quarters than a place to hang his hat, a grab-bar on the bathtub, and nonskid floors—that, in fact, even at age 65 and older, people have a lot of living to do. With more and more local housing authorities opening up the doors of their low-rent projects to the elderly and with more and more private groups expressing interest in housing the aged, the hope is the following articles will provide some clues as to the kind of plus values that can help to enrich the lives of America's senior citizens.

"They love to 'dress up.'" That's what's been said about members of the Friendship Club, an organization for young-in-heart tenants of a Dallas low-rent project. The ladies in the picture above represent Mary Todd Lincoln, the Yellow Rose of Texas, and Martha Washington.

OLDTIMERS AT PLAY

Old folks like the companionship of their contemporaries . . . and they have fun when such opportunities are provided.

That's what's been proved at Cedar Springs Place, low-rent housing project in Dallas, where members of the Friendship Club have for around nine years been "cutting up" in a fashion reminiscent more of Auntie Mame than Whistler's mother . . . despite the fact that their ages range from about 60 to 89.

The club was organized in 1949 because older folks living in the project wanted an opportunity to "pal around" with their contemporaries (17 of the founders still are members). Since it best expressed their purpose, the name "Friendship Club" was chosen and, says Ruth T. Morrel, management supervisor of the Dallas housing authority, "they have lived their purpose ever since . . . They are the busiest, gayest, friendliest group anywhere."

Everyone can afford membership in the club, since no dues are collected. Small donations coming in on a voluntary basis from time to time provide money for birthday and get-well cards and other such expressions of friendship. All persons living in the community who admit to age 60 or over are invited to join and a more-the-merrier generosity has caused members to let in even a few "youngsters."

At their monthly meetings, the young oldtimers who make up the club play games, sing, sometimes have a speaker. They have been interested in handicrafts, in home nursing lessons, in lectures on health for the aged. For special occasions they create their own programs: writing skits; fixing up costumes ("They love to 'dress up,'" Mrs. Morrel says—see picture for

proof); and acting in them. In between meetings, they keep busy by holding covered-dish luncheons, visiting the sick, participating in other project activities. For the past two years they have even played Santa at Christmastime, by filling stockings with home-made foods and distributing them to shut-ins in the neighborhood.

The Friendship Club idea has been such a hit at Cedar Springs Place that it has been copied in three other areas. And it was the original '49ers who actively helped in showing the new groups how.

A FRIENDLY LANDLORD

The coffee-break in the Pittsburgh housing authority's offices had an unusually festive air one day last November. In fact, it was almost a full-fledged party . . . a party where more than a score of new tenants, each age 65 or older, were introduced to their new landlord.

The occasion marked the authority's first implementation of the provisions of the housing amendments of 1956 permitting elderly single persons into public low-rent housing. The authority decided that a friendly gesture, like a coffeetime meeting, would start things off right.

Said Alfred L. Tronzo, housing authority administrator, on the occasion: "For much too long we have, as a society, neglected the housing plight of an important segment of our population—our elders. Many of them have been forced into the squalor of some miserable rooming house, or into a nook in the home of an in-law, or into bed-space in an over-crowded nursing home or state institution. In all our future plans," Mr. Tronzo said, "we are including provisions to house such folks."

THE PROBLEM AGED

The New York City Housing Authority has had a longer experience with housing elderly single persons, as well as elderly families, than most—units have been reserved regularly for the aged in state-aided projects. And it was way back in 1955 that the authority decided something must be done to help its old—and growing older—tenants with problems.

What the authority did was to enlist the help of the Mayor's Advisory Committee for the Aged.

INTEREST IN HHFA PROGRAMS FOR HOUSING ELDERLY IS NATIONWIDE

How communities and housing development sponsors across the country are latching onto the federal aids for housing the aged that were enacted in 1956 (see August-September 1956 JOURNAL, page 273) is graphically demonstrated in the map above. Prepared by the Housing and Home Finance Agency's statistical reports and development branch, the map was included with documentation for a report delivered in December by Branch Director E. Everett Ashley III at a New York State legislative hearing on problems of the aging. Some highlights of Mr. Ashley's report are presented below.

Mr. Ashley pinpointed facts and figures on how much money oldsters have coming in to provide for shelter and other necessities of life. He said that in 1955 about one-third of all families with a head 65 or older had incomes of less than $1500; the median income was only slightly more than $2300. Among single elderly people, he said, nearly one in four had cash income of less than $500; the median, only $842.

Mr. Ashley offered no statistics on federal financing assistance for purchase of individual houses by the elderly—an indication, perhaps, that little advantage has been taken of the Federal Housing Administration program set up for this purpose. However, the score on federal assistance for multi-family housing for the aged—public and private—was presented in detail.

Private housing: As of December, FHA had seen applications for mortgage insurance for 17 privately-sponsored projects in 12 states. In the aggregate, the projects would cost some 20 million dollars and provide housing for around 2300 elderly households. Of the total, actual commitments had been made on 10 projects: 9 issued under Section 207 (sponsorship by nonprofit organizations); 1 under Section 213 (cooperative housing).

Another 110 projects (units for 18,000 families) were known to be in various pre-application stages.

Public housing: There were, as of November, 1957, some 48 localities in 23 states, territories, and the District of Columbia in which federally-aided low-rent housing that included units for the elderly was either under construction or in planning. Actually under construction were some eight projects, with a total of 347 units reserved for the aged; under annual contributions contracts were another 34 projects, in which 2447 units for the aged were included.

As to existing projects, representation by the aged in the percentage of all admissions grew from 1.8 per cent in September 1956 to 5.9 per cent by June 1957. There were in December some 45,000 "aged" families in public housing.

The outcome: (1) a survey, conducted in the authority's Vladeck Houses (more than 500 over-60 people lived there), that was designed to identify the problems; (2) an experiment, calling for some unique cooperation between social welfare agencies and the authority, which was aimed at working out solutions to the problems identified.

The working survey staff was made up of people from both the department of welfare and the authority (in addition to some regular staffers, the authority hired a medical social worker for the term of the study). The staff went directly to the homes of the oldsters living in the Vladeck project, talked over with them their fears and aspirations; attempted to ascertain whether their problems were of a physical, emotional, financial, etc., nature; and, when a case warranted it, attempted to get immediate help.

The survey uncovered the startling fact that about 60 per cent of the families and individuals visited had major unmet needs for services and that many of the people involved were not even aware of what help existed for them in the community. The major unmet needs that were turned up in the order of frequency are: (1) help with housework; (2) medical care; (3) dental service; (4) eye examinations (poor eyesight often proved to be one of reasons for poor housekeeping); (5) adequate diet; (6) help with shopping; (7) help when ill; (8) counseling or case work service; (9) broader social contacts; (10) help with personal care.

In addition to a lack of awareness on the part of those interviewed as to what services were available in the community, the survey showed the following to be among the chief reasons for the high incidence of unmet needs:

1—Many older people, because of cultural background, strong feelings about receiving help, and other reasons, would not seek agency services without encouragement.

2—Some of the oldtimers were not able to get around. When this was the case, a requirement that an application for help be submitted to headquarters of a social agency would create an insurmountable barrier.

3—Ambulatory older persons who sought counseling help from voluntary agencies were faced with delays resulting from heavy intake and long waiting lists.

4—When the combined efforts of more than one agency were necessary, coordination was difficult to achieve because of variations in operating procedures.

5—Some of those who needed help were not able to explain their problems or the services required.

Once the problems became clear, the job became to provide the necessary services as quickly as possible and in June 1956 a meeting was held to develop plans; representatives of 18 public and private agencies were on hand. At this meeting, the housing authority pointed out its own limitations in working on social problems of the elderly but, at the same time, made it clear that its position was aimed at making "every effort to keep these older tenants living in their own homes as long as possible and as long as this is a satisfactory way of life for them."

And so there was born a unique experiment—a demonstration service project. During the latter part of 1956, the experiment was organized and in January of last year it began to operate at the Vladeck project. What they are trying to find out: (1) the extent to which existing community resources can be marshalled to meet the needs of the elderly; (2) whether or not the individuals and families will make use of the services offered; (3) the degree to which they can be helped.

Basic plan of the experiment provided for services in four major areas. What they are and who is providing them are enumerated below.

1—*Medical and nursing service:* the department of hospitals assigned a physician to supervise out-patient service for persons in the study group referred to the local municipal hospital. Also participating: the Visiting Nurse Service and the department of health.

2—*Casework and counseling services:* the program coordinator, a member of the community activities staff of the housing authority, secures help from appropriate agencies as needed.

3—*Recreation:* at the time the experiment was launched, what is known as the Henry Street Settlement was already making available facilities to older persons residing in the low-rent project but, since increased membership was expected as a result of the new program, the department of welfare assigned a staffer to help out. For the old folks not able to leave their homes, arrangements were made to have a group of older volunteers visit

Pride in their gardening on the part of members of the Senior Citizens Club at a Peoria project led to a full-fledged competition that was sponsored by the Peoria Garden Club. Winner of the $10 first-prize was Sam Wolstenholm, pictured below, who, according to the Peoria Journal Star, "is 73 years old but gives much time to his lawn and flowers and takes great pride in them."

PEORIA JOURNAL STAR PHOTO

them (sponsored by the Mayor's Advisory Committee, the volunteers are known as "Visiting Committees of the Senior Citizens Service Corps").

4—*Homemakers and housekeepers.* The coordinator also determines which agencies should furnish these services as circumstances present themselves.

A HOBBY ENCOURAGED

Oldtimers living in Harrison Homes—a 1000-unit project operated by the Peoria Housing Authority—have a club, known as the Senior Citizens Club and, it turned out, many of the club's members have something in common other than their age: they like flowers, they like gardening, they like their own flower gardens. In fact, the senior citizens each were so proud of their own gardens that they talked of having a contest. That was when they learned that they also had in common a cooperative landlord.

Hearing of what the oldtimers had been buzzing about at their weekly meetings, the housing authority last spring set up the works for a real garden contest. The Peoria Garden Club took on sponsorship of the contest and a local neighborhood house, which had participated in organizing the Senior Citizens Club, helped out. The whole operation proved to be a lot of fun, especially for the winner, pictured on page 84, and, says J. R. Deatherage, manager of the project, "much enthusiasm was generated not only among those taking part in the contest but also by other neighbors taking additional pride in the care of their yards." At the time of the judging, he reports, local TV and press cameramen were on hand and, in general, the "program was so successful that plans are now under way to include the two other housing projects in Peoria" in a similar 1958 contest.

APPRECIATION VOICED

When plans of the Utica, New York, housing authority for low-rent housing for senior citizens were attacked in the community, it was one of the authority's own tenants who flew to the authority's defense . . . and in a letter to a local newspaper that was picked up in print in a kind of "town meeting" column feature. The letter-writer, a tenant at the authority's Adrean Terrace project, in addition to defending housing for the aged, put up a case for special housing facilities for younger, disabled low-income persons. Excerpted from the letter below is proof that people do respond to a housing-plus environment.

"We have many elderly couples living here and, if you care to come around and talk to them this coming summer while they are lounging around in groups in their lawn chairs and happily talking over old times, you will see how happy and contented they are . . .

"They seem far from outcasts set aside in an old-age colony, such as was referred to in the paper. They have their heat at the turn of a radiator valve, and their painting and repair work is done for them . . . and they make no demands on their children, except, maybe, for a Sunday afternoon drive . . ."

"HOUSING IS PEOPLE"—

Alfred L. Tronzo tells realtors' president

The following is a January 29 letter addressed to the newly elected president of the Greater Pittsburgh Real Estate Board by Mr. Tronzo, who is the administrator of the Housing Authority of the City of Pittsburgh.

Congratulations on your recent elevation to the presidency of the Greater Pittsburgh Board of Realtors! I couldn't miss it—your blast at low-rent housing appeared in all of the papers—so I knew you had reached the top.

The papers quoted you as being opposed to public housing because it "killed" initiative and was developing into slums. This causes me to wonder, Mr. Hoffman, if you've ever really seen a slum. Have you ever paid a visit to the tenants on Clairant Way, or Boone Way, in the Lower Hill, prior to demolition? Would you care to come with me to see under what dismal circumstances hundreds upon hundreds of people, mostly women and children and elderly citizens, are living—in a gloom and a misery that is sickening and demoralizing?

My dear Mr. Hoffman, it takes much more than "initiative" on the part of the people involved—it takes, above all, total community effort . . . and it's high time that you and the members of your organization assume your full responsibility as civic-minded and business-minded leaders.

Experience has taught us that families living under trying conditions can lose initiative. Many of the families we relocate from blighted hovels gain initiative through living in a decent and moral environment and are eventually inspired to go into homes of their own, thus providing a market for the members of your organization. Incidentally, I think you should know that a substantial number of families who apply to us for shelter come in utter desperation—landlords either refused to rent because of children, or the rent is too high for the income. So, it truly amazes me that you should be "crying wolf" when the only enemy in sight is a helpful "little lamb." Frankly, Mr. Hoffman, methinks it is your organization that lacks initiative and that looks toward the future with foreboding. As head of your organization you have both an opportunity and a responsibility to be constructive. For example: you could devote your talents and your initiative towards the elimination of these restrictive and undemocratic real estate practices that are still so much in evidence in Pittsburgh and Allegheny County, thus enabling many hundreds of fine American families to move from the overcrowded sections of the Upper Hill, and other ghettos, into homes of their own choosing in all or any sections of the city or county with the only limitation being the costs involved. We both know this would be quite an achievement but the effort would be both morally and financially worth it.

When you have achieved this break-through in this nebulous field of housing bias, Mr. Hoffman, I would consider it a rare privilege to be your guide on a tour of inspection of all housing authority properties within the city—this would, among other things, enable you to criticize us more knowingly in the future.

A DISASTER-HIT CITY
with a "housing-is-people" philosophy

Here's the story of how a "housing-is-people" philosophy is helping Murphysboro—a former mining town on the banks of the Big Muddy River in southern Illinois—make housing history in the process of pulling itself out of the throes of a disaster.

At about 2 pm December 18, 1957, a tornado swept through Murphysboro, Illinois (population: around 10,000), leaving a trail of death and destruction that affected some 585 families.

Oldtimers in Murphysboro could still remember a day just exactly 32 years and nine months before, when another tornado had ripped through the community, wiping out about 75 per cent of its structures. They talk in Murphysboro about how forces rallied after the 1925 disaster to begin to earn for the community the slogan it now bears: "the city with the forward look."

And in 1957 the spirit was the same. Right on the heels of the disaster, the community began to set in motion a reconstruction plan. Behind it all: a housing-is-people philosophy aimed at finding what, in the shortest time, would be the best possible way to serve the disaster-intensified needs of the community's citizens.

There was, however, an important difference in the kind of planning that went on after the 1925 and the 1957 tornadoes; in 1925, there was no national low-rent public housing program; in 1957 there *was*—and Murphysboro officials, with trigger-action, moved to take advantage of it. And they got cooperation-plus in their efforts—from the Public Housing Administration; from Southern Illinois University; from the Jackson County Housing Authority (under Illinois law, Murphysboro is too small to qualify for a municipal housing authority); from the state housing board. The result of all this cooperation: a crash program that, according to William Bergeron, director of PHA's regional office at Chicago, will see families "housed in a record short interval unsurpassed in public housing in the midwest, except, possibly, in federal temporary war housing."

THE COMMUNITY

Even before the 1957 twister hit, it was estimated that of all of the rental housing in Murphysboro, at least 60 per cent was substandard. And the December storm cut deep dents in an already short housing supply: 140 homes were completely obliterated; around 285 others were damaged — some severely. Many families were forced into doubling up with others in the community; still others were driven off into nearby towns in search of what shelter they could find.

Hardest hit in the community was a neighborhood, predominantly Negro, that harbored some of Murphysboro's lowest-income families. The immediate job, then, became that of preventing haphazard rebuilding of the neighborhood by individual families who, out of desperation, might throw up more substandard housing.

Mayor Joe Williams took the reins by inviting federal housing officials to Murphysboro to describe the kind of housing aids available through the national government. The information-please session took place January 9—the same night city officials and civic leaders agreed that the community should seize upon the disaster as an opportunity to rebuild the former slum area along sound planning lines. The way decided upon: the low-rent public housing program.

Once the solution was decided upon, the aim became to set a speed record for getting units under construction. How the community and the Jackson County authority are carrying out the local end of the bargain is exemplified in the achievement record: by January 24—barely two weeks after the initial talk-it-over session— (1) the housing authority had approved for submission to PHA applications for 90 low-rent units (first 40 are to rise on the slum site devastated by the big wind—see picture, opposite page) and for a preliminary loan of $18,000; (2) the Murphysboro city council had approved the PHA applications; had also approved a cooperation agreement with the housing authority; and, with advice from Southern Illinois University (see next page), had adopted a building code as a step toward meeting "workable program" requirements.

THE FEDERAL ROLE

As soon as the Murphysboro problem was spelled out, the Public Housing Administration began to mobilize forces for a crash program.

January 14—Regional Director Bergeron and his assistant, Brice Martin, travelled down to Murphysboro to survey the damage and discuss with a committee of aldermen and businessmen named by Mayor Williams detailed plans for swift action.

January 18 and 19—Hard on the heels of the regional director's visit, Charles Juntenen and Lawrence O'Mara of the regional office staff looked over possible public housing sites in Murphysboro. They agreed that the tornado-hit slum section could be used for 40 units and selected an open land area as a possible location for the other 50.

January 21—A crew of PHA technicians began to work with the Jackson County Housing Authority on organizing the program.

January 24—Regional Director of the Housing and Home Finance Agency John McCollum advised Albert Cole, HHFA chief, that he had reasonable assurances that Murphysboro would complete a "workable program."

February 6 — PHA Commissioner Charles Slusser approved a preliminary loan in the amount of $18,000 for the project.

February 11—Commissioner Slusser himself visited Murphysboro in order, it was said, "to familiarize himself with the situation, so that every facility of the PHA could be geared to a record-time schedule."

What the schedule calls for, in

The two pictures combined above give a sweeping view of just about all of the Murphysboro slum section most severely hit by the December tornado. Officials are aiming to get public housing up on the site in record time.

precise terms, is completion of construction by October 1958—or just about 10 months from the time of the December disaster. Under ordinary procedures, PHA says, a program of the type being undertaken in Murphysboro would take between 24 and 30 months.

Regional Director Bergeron has explained PHA's feelings about the Murphysboro project to the JOURNAL in this way: "We were impressed by the determination and energy with which the officials and civic leaders of Murphysboro and . . . the Jackson County Housing Authority . . . attacked the problem confronting them. In our long experience with cities large and small, we have found none that moved more decisively and rapidly. The cooperative spirit displayed by all having an interest in the program led us to establish a record-breaking time schedule . . ."

THE UNIVERSITY

But along with the spirit of the community and the support of the Jackson County Housing Authority, there are other factors making Murphysboro's pace-setting project a possibility. Not the least of these is the department of community development of Southern Illinois University at Carbondale. Headed by Richard Poston, the department is in business to promote better living and working environments for the people in the communities of southern Illinois (see June 1957 JOURNAL, page 196).

Just a few days after the tornado hit, Frank Kirk, a former Urban Renewal Administration staffer who is now city planner with the university department, was on the spot with some suggestions and advice on how Murphysboro officials might get federal help for rebuilding. By that time, Mayor Williams already had arranged for the January 9 meeting with federal officials and Mr. Kirk agreed to join in.

It soon became clear just how much the university group could help. It is Mr. Kirk who has volunteered his know-how for the job of drawing up a "workable program" for Murphysboro; before the tornado, Murphysboro had virtually nothing in the way of effective housing, building, and zoning codes and Mr. Kirk has been helping to show the community how it can go about getting them (as noted above, a building code already has been enacted; it was drafted with Mr. Kirk's help). Meanwhile, the university department's assistant director, Robert Knittel, who has had experience with American Public Health Association housing survey techniques, has been supervising a survey in Murphysboro designed to (1) help in the preparation of "workable program" data and (2) serve both as the basis for setting income limits for admission and establishing rental rates for the proposed housing.

Murphysboro and the county housing authority are getting the services of Messrs. Knittel and Kirk cost-free but the housing authority must, of course, pay for such items as enumerators' wages and tabulation costs in regard to the housing survey. It is hoped that both the housing survey and the "workable program" job will be completed this month and that an annual contributions contract between the housing authority and PHA can be executed shortly thereafter.

THE PROJECT

Financing. While the community of Murphysboro, the Public Housing Administration, and the university are all pushing to get the project on the road, the state housing board has figured in the picture too – primarily with respect to financing. Pending approval of the community's "workable program" by HHFA, most of the money needed to get started has come out of state funds. Reimbursement is to be made to the state when sufficient money is forthcoming from PHA.

When preliminary plans are completed and the final "workable program" is approved, PHA will contract with the housing authority to lend funds to buy land, complete plans, and pay for construction. The authority eventually will sell bonds in order to repay the federal agency.

What's planned. The Murphysboro project represents another trial of PHA Commissioner Slusser's new policy permitting construction of single-family and duplex houses under the federally-aided program, where land costs permit (Cedartown, Georgia was the scene of the first trial—see January JOURNAL, page 10). This type of construction is expected to help keep the Murphysboro project on its time schedule and, it has been pointed out, it will yield housing of a kind that Murphysboro people are used to. Frame construction will be used—in order to keep costs

down and because local law does not require brick veneer.

Robert Simon of Simon & Rettberg, with offices in Carbondale and Champaign, has been named architect for the project and, he too, has contributed to keeping up the pace set: Mr. Simon came up with development plans in early February – two weeks ahead of schedule. The project design is in accordance with modular principles, so that construction bids can be taken from both prefabricators and conventional builders, with the award to go to the lowest bidder.

Operation. The Jackson County Housing Authority will build, own, and operate the Murphysboro project. Under the terms of the cooperation agreement mentioned earlier, the city of Murphysboro will accept payments – equal to 10 per cent of all rents charged–in lieu of taxes.

The Jackson County authority operates no other federally-aided low-rent projects. Its program up until this time has consisted of participation in a state housing program, under which, using state funds, an authority can construct housing for sale. Chairman of the authority is Walter King of Murphysboro.

NEWS NOTES—

(*Continued from page* 81)

cards and posters. ACTION notes that the campaign will achieve maximum results if local people concerned with housing and renewal will let their local papers, radio stations, and similar publicity outlets know that they would like to see them using the ACTION materials.

Renewal Technicians: to help the operating renewal official solve the complex and serious long-term problems that confront the home-building industry and local governments, ACTION will be pushing ahead during 1958 on the quarter million dollar research program that the Ford Foundation made possible back in 1955. First progress report on this program came out last October in *House and Home* magazine. Detailed studies are due to be published by McGraw Hill as a series of five to eight books. The progress report reveals that the ACTION staff has concluded that there are five major roadblocks to better housing. *House and Home* summarizes the problems and hints at some of the solutions that may be proposed in the completed studies. The "roadblocks" to renewal that ACTION sees are:

Consumer – higher-income families must be persuaded to spend more for better homes–and more house should be provided for the money.

Technology–while new technologies and resulting economies have been introduced in other industries, housing has remained tied to "localism."

Metropolitan organization – the study notes more than chaos here; under present metropolitan setups, it sees a solution. Conflicts arising from community facilities problems between suburbs and cities can not be resolved by outright consolidation. Informal collaboration on technical problems like sewerage and water supply can lead to cooperation in other areas.

Rehabilitation–financing is the big stumbling block here. Lenders should be persuaded to form pools of mortgage money, split risks. Minimum housing code enforcement can boost rehabilitation of low-rent housing for low-income families, many of whom can afford slightly higher rents resulting from rehabilitation of their homes. The middle-income remodeling market needs promoting.

Rental construction – supported as a tool for stopping blight; FHA insurance should be extended to high-rent housing; FHA must ease its rigid equity and construction rules to give investors more incentive. It should also issue debenture bonds to attract new capital investment in rental housing and cut interest rate. Renters should get income tax deductions like home owners. Local tax assessors should ease up on the landlord.

Local Leaders: the sixth regional clinic in the ACTION series has been scheduled to be held in Dallas on May 5-6. Clinic emphasis will be on practical ways to stimulate and implement local urban renewal efforts. Plans call for participation by business, civic, professional, and government leaders from Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas.

TEMPORARY BORROWING RATES DOWN; BONDS HOLD STEADY

Down by almost .65 points: that was the interest rate story on the second 1958 sale of temporary housing notes. And "steady she blows" was the word on rates for long-term money in a February 5 sale of housing authority bonds – the first sold since last April.

On temporaries: 68 housing authorities sold 74 issues on February 19 in a total amount of $175,063,000 and at an average interest rate of 1.234. This rate compares with the 1.980 average for the last note sale on January 7, and with the 1957 high of 2.572 on October 15. The range of rates for this February sale: 1.04 to 1.47. Also significant: average maturities went from a previous 9.24 to 5.90 months; the number of bidders increased from 16 in January to 23 in February. Big volume borrowings were also features of this sale: New York led, followed by the New Orleans, Chicago, Puerto Rico, and Washington authorities, respectively.

Slightly under 33 per cent of the sales went to one bidder: the Chemical Corn Exchange Bank ($57,680,000). The bulk of the remainder went to the following: First Boston Corporation – $25,372,000; Guaranty Trust Company of New York–$24,537,000; The Chase Manhattan Bank – $19,550,000; Puerto Rico Syndicate –$16,254,000; and the Continental Illinois National Bank & Trust Company–$13,885,000.

On long-term bonds: 13 issues of new housing authority bonds were sold on February 5 in a total amount of $67,135,000 – at an average interest cost of 2.8865. This 20th sale of new housing bonds brought a record high average interest rate, topping all previous rates (the rate for the sale last April was runner-up at 2.8847).

While the total of bonds sold was almost double the April 1957 figure ($36,135,000), the average maturity dates remained fairly constant–23.64 years over the previous 22.66 years. Issues were awarded to three of four bidding groups: a dealer syndicate purchased the bulk of this sale ($57,070,000); the Bank of America group took $6,055,000; and a syndicate, headed by the First National City Bank of New York and Halsey, Stuart & Company, bought a single issue (Norfolk) in the amount of $4,010,000.

"GETTING THE FACTS"
here's a place to use "citizen participation"

Thinking of a housing or renewal survey? Try citizen participation!

That's an answer turned up in at least seven communities last year with good results, the report is. And in the process, the local urban renewal and housing programs came in for wider understanding and more general public support.

Here's the story of the seven "self-help" surveys.

Columbia, Missouri

Columbia's Housing and Land Clearance for Redevelopment Authorities last fall was faced with the preparation of the preliminary project eligibility and relocation report required by the Urban Renewal Administration.

First off, the local authority brought in volunteers from the social planning committee of the local United Fund. What followed was an agreement under which the authority was to furnish questionnaires and necessary supplies and the fund, the interviewers. Other local public agencies were then contacted for questions they might like included in the survey along with those prepared by the authority. With the cooperation of a University of Missouri "expert," the wording and design of the questionnaire were perfected and proper sampling methods developed. Later, a university representative also instructed interviewers on survey methods and techniques.

Survey plans were to conduct interviews at every other structure in the urban renewal project area. So, next, local Boy Scouts were called in to distribute an authority letter to each family concerned, explaining the purpose of the survey and all that had to be done in connection with the report. Dowell Naylor, Jr., the authority's executive director, had this to say in his letter to area families: "If we are to make plans to suit your needs and the needs of your neighbors, we must know a lot of things about you . . . the size of your family . . . your present housing condition, your place of employment, whether you rent or own your own home, and many other questions."

As to information turned up by the survey: ". . . quite good in relation to economic and sociological data . . . however, estimates regarding conditions of structures were, as we had previously suspected, virtually worthless," Mr. Naylor reports.

Total cost of the survey amounted to about $12—representing quite a saving over the probable cost of hiring a surveying firm, Mr. Naylor notes. "In addition to this," he said, "a number of people were introduced for the first time to conditions in our slum areas, which we feel has created new and stronger friends for our program."

A limited supply of questionnaires and instructions to interviewers is available from the Columbia authority, Mr. Naylor says, for anyone interested in trying the Columbia approach.

Phillipsburg, New Jersey

Last spring the Phillipsburg authority got ready to undertake the same kind of preliminary project eligibility and relocation report that is referred to in the above Columbia story. So, says Mrs. Marion K. Koleser, the authority's executive director, "The housing authority, which is the redevelopment agency, employed young men from the senior class of the local high school to do the work. It was felt that, it being a community project, the boys would have an opportunity to learn something about redevelopment and the work that the community is trying to accomplish."

On the day preceding the study, which covered 150 families in one of the oldest sections of the city, the local radio station made spot announcements that the students would be knocking on doors the next day. Also, each family in the area received an authority letter calling attention to the questions to be asked.

With this advance preparation, students were well received, resulting in excellent cooperation, notes Mrs. Koleser. And again, as in the Columbia approach, the one-day redevelopment survey made friends and influenced people.

Murfreesboro, Tennessee

The whole town of Murfreesboro (1950 population: 13,000) was covered in a housing survey sponsored by the planning commission in cooperation with the local housing authority. Chief aims of the survey were: to indicate where urban renewal is needed; to provide a basis for a housing code; to indicate the need for public housing; and to tally the city's population.

To carry out the survey, an 18-member team composed of sociology students, high school graduates, and high school teachers joined forces under the supervision of Robert C. Carlee.

The survey got off the ground via newspaper and local radio reports a week before the survey began. Included in the advance billing: the time the survey was to take place; its purpose and scope; pictures of the interviewers. Through such publicity, points out the survey report, ". . . the people of Murfreesboro became familiar with such terms as urban renewal, workable program, minimum housing standards, housing codes, etc."

In addition to the use that is to be made of survey data by public housing and renewal officials, local and state health agencies will also use the information in formulating health programs. Also—the residential tally of the population will result in increased state-shared tax returns to the city.

For the full story on the Murfreesboro survey, refer to the August 1957 issue of *The Tennessee Planner*, bimonthly magazine of the Tennessee State Planning Commission, Cordell Hull Building, Nashville 3, Tennessee.

New Haven, Connecticut

Last summer, the mailmen of New Haven played starring roles in a housing survey carried out in cooperation with the Federal Housing Administration. Aim of the study was to help FHA determine the status of the New Haven housing market. The survey included, in addition to New Haven, five surrounding towns and RFD routes.

Basically, the purpose of the survey was to uncover total vacancies in private housing. Results indicated that out of 74,958 dwelling units covered, 759 were vacant —roughly 1 per cent of the total.

Something of a switch occurred in New Haven in terms of the kind of happy public relations bonuses reaped by the other "self-help" surveys reported earlier. A week after results were announced, opponents of public housing used them to argue against a proposed 2 million dollar, 168-unit moderate-rental housing project. With 759 vacancies at hand, realtor spokesmen asked, why build the project? Another realtor, however, noted that a 1 per cent vacancy figure was below "the normal nation-wide average of 3 per cent, which makes for proper fluidity in available housing accommodations." Also, as the New Haven authority's executive director, Robert T. Wolfe, indicated: vacancies turned up by the survey existed because of high-priced rents and restrictions against families with children.

Rome, New York

Rome's need for a housing market analysis came about partly from the expansion of neighboring Griffiss Air Force Base, requiring more housing for attached military and civilian personnel, and partly because of the city's growing housing requirements, plus its renewal plans. The air force figured in one part of the analysis—by conducting inquiries and circulating questionnaires among its own personnel. Another aspect of the study was a housing enumeration survey conducted by the New York State Division of Housing at the request of the city. It was this survey, intended to evaluate private and public housing needs and to provide information to facilitate Rome's urban renewal program, that brought in student and citizen participation.

Redevelopment area delineation and block listing were first done by the state division's personnel. Students from Utica College who were trained in survey procedures were then brought together with volunteers organized by the local chamber of commerce to do the surveying work.

The survey report indicates that this combination was able to probe into housing needs in detail, both in sub-areas surveyed on a 100 per cent basis and in a sample area in which one out of every three dwellings was surveyed. Among details noted: family characteristics—number, ages, employment, income; rooming and private housing—median rents, age of occupants, services offered (central heating, hot water, toilet facilities); condition of units and structures.

Survey findings were substantial, as indicated by a report published last August by the state division. "[The survey] disclosed that approximately one-third of the dwelling units of the areas surveyed in the heart of the city are substandard . . . In view of the City's plans for urban renewal and the existing housing shortage, a comprehensive program would appear to be in order." Among recommendations made in the report: the need for publicly-aided low rent housing—with particular attention given to apartments for large families and the aged; encouragement of privately-owned middle-income housing; modernization and enforcement of building codes and of fire, health, and safety laws; and a recommendation that the city act "as soon as possible" with its redevelopment and renewal plans.

Douglas, Georgia

In 1955, Douglas set out to demonstrate "how a small community (less than 25,000) can successfully fulfill all requirements of the Workable Program within a relatively short period of time." A Section 314 demonstration grant helped the locality pay the costs involved (see January 1956 JOURNAL, page 3). To comply with one element of the "workable program" a house-to-house survey of the entire urban area was needed. "For this purpose," notes the study report, which has just been published (see page 106), "local interviewers were secured and trained."

Among items covered in the survey were: condition, use, and occupancy of structures; sanitation facilities; families per dwelling; family composition—ages of children under 18; family incomes; and whether the family was seeking new housing accommodations. The information obtained was then incorporated on maps and used by the planning commission and other city officials in making final planning studies.

"As a result of this census, we now have useful facts about ourselves: our housing, our people, our income, our school needs, etc. We are considering that such a mid-decade census might be repeated again in the mid-sixties, so as to provide local information to bridge the gap between the ten-year federal census. Without this comprehensive . . . survey, we doubt that the estimates of land marketability and family relocation prospects for the slum clearance project area would be as reliable as we now consider them," states the report.

However, if Douglas "had to do it over again," it would make these changes in its survey techniques, according to the report:

(1) Give interviewers more intensive training on *why* the census was being taken. "This briefing would better equip them to answer questions more thoroughly . . .

(2) "We would employ enumerators who would either be newcomers to town, or possibly, use out-of-town enumerators, such as persons enrolled at the local junior college. From comments received, we believe that there may be a certain reluctance to give specific income and family information to enumerators who live in the household's immediate area.

(3) "We would prepare a small booklet, or announcement, containing facts about the reasons for the census . . . This might also be an opportune time for the enumerator to give the household a small booklet which discusses the entire Urban Renewal Program . . .

(4) "Though we had good coverage from both radio and newspapers of the fact that the census was going to be taken, we would ask for even more such coverage. It should probably take two weeks of such intensive . . . preparation before the first interviewer is sent out.

"Within the renewal project area itself, the Director of Urban Renewal . . . conducted the greater part of the interviews himself. This helped him to gain an insight into the scope of the problem he was tackling and also assisted him, through face-to-face contact, in gaining the confidence of families that he would be dealing with throughout the renewal period."

Chicago, Illinois

A new source of community survey leadership—as well as a new type of survey: these were features turned up last year in a Chicago neighborhood inventory of general housing characteristics and facilities. Such a "self-help" survey is required for neighborhoods that want to be qualified as conservation areas by the city's Community Conservation Board. In this case, the survey source was an established

neighborhood center and a neighborhood planning commission, using the help of the residents of the area. The survey method: a "subjective" analysis – only the exterior of homes and general neighborhood characteristics were tabulated.

Here are the details, as outlined by William H. Brueckner, survey initiator and director of the famed Chicago Commons neighborhood center.

Because of his knowledge of both surveying methods and the whole area, Mr. Brueckner secured approval from the city's conservation agency to take on the survey and to set the community on a course toward being designated as a conservation area. Next, in cooperation with an unofficial, citizen-backed planning commission for the area, he developed the survey plan. The community was divided into zones along lines established earlier by the neighborhood planning commission. In each zone, a captain-resident was designated to work with a committee representing veterans' organizations, local businessmen, churches and their parishioners, and other volunteers. Only zone residents surveyed their own zone's housing, working in teams of two or more individuals. Survey briefing was done by personnel from both the center and the planning commission, with films, slides, drawings used to augment verbal instruction. In all, some 10,000 questionnaires were used by 211 surveyors.

The results, noted Mr. Brueckner, were "excellent." He says: "During the five-month survey, occupants were not disturbed . . . thus, it was not technical but subjective in nature. Team members made their own evaluations and more than one viewpoint minimized prejudice in the findings." Other results noted: "it brought home, into each neighborhood, the city's slum clearance and renewal program—besides involving the community's leadership in from A to Z of the project—which made them look into what they've got and haven't got . . . and need," Mr. Brueckner reports.

And, partly as a result of the survey, the area has now qualified for help from the Community Conservation Board . . . and, eventually, hopes to benefit by some Title I federal urban renewal aid.

"HOUSING IS PEOPLE"

Is Christmas Greeting for San Antonio Commissioners

The following letter went to all commissioners of the Housing Authority of the City of San Antonio as a Christmas greeting from the authority's executive director, Mrs. Marie C. McGuire.

Greetings at Christmas!

The benefits of your service as a commissioner of the housing authority go far beyond the business operations on which you spend so much time. It seemed to me that you would be interested in hearing of some of the special acts of kindness possible under our program that delineate the heart and spirit of your work. It gives us a chance to recognize what you contribute to the alleviation of suffering and the re-creation of hope and aspiration through your generous service. These stories may be called the "Spirit of Christmas."

One morning last week, a public health nurse phoned us. A man in an advanced state of tuberculosis had spent the cold night attempting to sleep in his car because he could not face his family of wife and five children with empty hands. His physical condition caused him to lose his job; he could not get another and he knew the family was hungry. He knew, too, that his family lived in an unheated small house near a creek and he was reluctant to leave them to enter the hospital as he should. Within two hours after the nurse had called to tell the story, the housing manager had the family in a warm and comfortable home at one of our projects and had arranged with the caseworker at the Tuberculosis Control Board to speedily establish a budget for a temporary rent computation. Two days later the father entered the hospital.

This one example should make you realize why we appreciate your service. Thank you.

A caseworker at the Family Welfare Bureau brought to our attention that a family with eight children living at Victoria Courts had no shoes and not even one blanket. The agency was assisting with rent and food but could not help in the other areas. We had a wonderful afternoon when all eight came to the recreation hall and the manager personally fitted them with second-hand shoes and, before night-fall, with blankets from a variety of sources. We seldom do casework of this kind but, in an emergency, sometimes we must be social workers as well as property managers. Clothing is gathered throughout the year from tenants whose children have outgrown it, from staff, or from anyone who wishes to bring it. When an emergency that cannot be met by a social agency arises, we can meet it to a degree. The father in this family is 28 years of age, is bedridden, and knows that he is dying from a brain tumor. The mother works as a waitress to try to defray some of the costs of so large a family.

Your service on the board helps us in the management field too, you see.

When the papers carried a picture a month ago of the child who could not get warm, we did not wait for a referral. A housing manager went immediately and offered an apartment. So much was given the family because of the news story that they decided not to move into the housing project. They are eligible, however, and were grateful. We take this immediate action always when fires destroy homes. This too is public housing.

There is a wide range of benefit to not only the poorest folks but to a cross section of low-income families in the community. During cold weather the misery we see as we visit unheated or poorly heated shacks is very stark. We had 3405 applications for housing in 1957 and were able to house only 1878 of that number.

We of the staff are grateful to you for your guidance, your interest, and your friendship. At this wonderful season we pledge anew our dedication to this program and the part it plays in the over-all concern of our city for its people.

A very Merry Christmas!

"HOUSING IS PEOPLE"
demonstrated at Dallas anniversary party

MRS. RUTH T. MORREL, *Management Supervisor of The Housing Authority of the City of Dallas, describes a gathering last September of early residents of Cedar Springs Place—on the occasion of the 20th anniversary of the project. The recollections that the group evoked of the strong friendships they had formed and of the pleasant community spirit they had found in Cedar Springs Place prompted Mrs. Morrel to conclude: "Surely housing security did contribute to this stability of families, this enriched living."*

Many public housers have long believed and preached "Housing Is People." After 20 years of management operation, we can now take a look at "People Who *Were* Housing." Many of our tenants have "graduated," you know.

A fine glimpse of some of these "People Who Were Housing" was seen at the second annual get-together of early residents of Cedar Springs Place. It came about this way.

In September 1956, two or three old friends of 1937 days in Cedar Springs Place thought it would be fun to meet other friends of those days. Each mentioned it to a few others and, as one said: "I never saw a thing grow so fast and so spontaneously. About 75 came to a lakeside picnic supper. We had a wonderful time. Nobody wanted to eat, because they were so anxious to see everybody else. They were introducing their grown children—even grandchildren!—to others with whom they had gone to play school—it was a joy meeting old friends."

This 1956 group determined to have such a meeting each September and, because on September 18, 1957, Cedar Springs Place was celebrating the 20th anniversary of its opening, they asked to meet in the community building. Management welcomed them but, otherwise, it was strictly their simple renewal of old friendships established when they were young families in need of the help housing could offer and which they now so gratefully acknowledge. While living here, they took full benefit of every advantage: they worked together on community activities, they played together, they carried on a play school for their children, they practiced being good neighbors. Indeed, the most frequent comment heard at this 1957 meeting was: "We have never lived anywhere we enjoyed as much as Cedar Springs Place; we have never had such good neighbors, never enjoyed neighbors so much." Repeatedly they expressed appreciation and acknowledgment of what living here had meant to them—in helping "get on our feet" and forming rich friendships that have endured. Surely housing security did contribute to this stability of families, this enriched living.

Who — Where — What?

Who are these people? Where do they now live? What are they doing? What about their children?

Who?

They are substantial, stable families; active in civic, church, school affairs; responsible, even outstanding, citizens. One man present at the September "reunion" is now pastor of the nearest church—he and his wife were very young and newly married when they came here to live in 1937.

Where?

They are living in scattered areas over the city, many in good homes of their own. Indeed, one family present at this meeting, before vacating here had built a three-bedroom home using as nearly as possible the floor plan of their apartment here!

What?

Many are in business for themselves; others have advanced in their firms to places of responsibility, like the bank vice-president who continues to express appreciation of his housing when he was a $75 a month beginning clerk.

Children?

At this 1957 gathering there was the family who signed the first lease in 1937, proudly displaying a press notice and picture of their son, a two-year old in 1937, now a graduate of SMU, who had just passed the state CPA examination with the highest grade in the state and who is now studying law. There was the handsome, happy college son of another family, reminiscing on his play school days here. There was the exquisite little four-year old girl, only child of a fine couple who lived here the first 10 years of their married life. There were two fine young men, with attractive wives, one with a tiny daughter, who as little boys gave management some grey hairs by their mischievous activity. There were attractive girls, fine boys: leaders in their school, college students, young mothers and fathers.

Added Together . . .

All added together, they made a friendly, joyous, enthusiastic picture of what housing can mean, what it has meant to them and many others, and what it should mean in increasing measure through the years.

Truly, Cedar Springs Place had a unique 20th birthday.

HOUSING IS PEOPLE

LIKE . . . *the housing manager. The one pictured here is John Maguire of St. Louis' Igoe project. In a two-page picture story in the St. Louis Post-Dispatch (see February Journal, page 63), Mr. Maguire was described as social worker, adviser, truant officer, marital expert, and as a man of "many other capacities."*

LIKE . . . *tenants of the Brand Whitlock Homes project in Toledo, who last year got together with management and maintenance personnel of the project and established a Red Cross blood bank. Enough blood was donated to bring 3000 residents under the protection of the blood bank.*

LIKE . . . *members of the Mothers' Improvement Clubs of four low-rent projects in Toledo. The mothers organized two years ago to find ways to keep teenagers out of trouble; since then their interests have broadened to include general neighborhood improvement. Pictured below is an officer of one of the clubs on the occasion of a club-sponsored "Tenants Day."*

LIKE . . . *Dallas housing authority staffers, listed on the scroll at right who have been sticking it out now for many years. Each of the real "oldtimers" —20 years or more—was awarded (all in fun) a certificate of P.H.D. (Public Housing Degenerate). They include: Ruth Morrel, James Stephenson, W. R. Johnson, E. G. Buckley.*

LIKE . . . *the New Haven housing authority's relocation officer, Alvin A. Mermin, who earned such praise from his son in a composition on "My Favorite Hero" that a local newspaper picked it up. "My father," said the son, "is saving the city from looking like an extra large dump."*

REDEVELOPMENT—

progress reported from here, there, everywhere

Redevelopment, too, is people—the people displaced; the people involved in all phases of the job; the people housed anew; or who, in countless other ways, will benefit from the program. Many of the articles included in the roundup of redevelopment progress below contain suggestions of the elements that make city rebuilding an "of the people, by the people, for the people" operation.

ST. LOUIS' MILL CREEK

These were the contenders for St. Louis' 250 million dollar Mill Creek Valley redevelopment job when commissioners of the local redevelopment agency got together in mid-December to name a winner: (1) Webb & Knapp; (2) James Scheuer-Roger Stevens; (3) an informal coalition of two local realtor groups. Up until the end, all odds had favored Webb & Knapp; when the results were in, however, it was Scheuer-Stevens and the hometowners who each had a share in the undertaking.

Here's the lineup as to what the commissioners had to decide between:

Webb & Knapp—wanted an all-or-nothing package that included not only all 456 acres of Mill Creek (slated for industrial, residential, and some commercial redevelopment) but also the land yielded by the city's first Title I operation, known as Memorial Plaza, where construction has not yet started (see October 1957 JOURNAL, page 346).

The coalition—Midtown Industrial Redevelopment Corporation and the St. Louis Redevelopment Corporation joined forces and, as a unit, submitted proposals that would have accounted for redevelopment of just about all of Mill Creek.

Scheuer-Stevens — interested exclusively in residential portions of Mill Creek.

Early in the game, city redevelopment experts had gone on record as favoring a single developer with a single plan for the entire Mill Creek project. It was largely on the basis of such declarations that Webb & Knapp was figured to have the job about sewed up.

The experts, however, had not taken into account the spirit of St. Louis and the way in which it would be manifested. It has been suggested that local realtors presented their united front precisely to block the all-for-Webb & Knapp move. Declared a spokesman for the realtors: "We intend to show that St. Louis businessmen are as alert, progressive, and forward-looking as any in the nation. We believe that people and groups with their permanent roots in the local community can and should do the job, all things being equal."

It also has been suggested that it was the determination of the local groups that caused the redevelopment agency commissioners to lean toward the Scheuer-Stevens plan, which provided an opportunity to get both big-developer know-how and local participation into the picture. The Scheuer-Stevens company's exclusive interest in residential sites left an open field for local participation in redevelopment of those tracts slated for industrial and commercial re-use and, in addition, the company during discussions that preceded the final vote-taking showed signs of being willing to compromise on the residential building job by permitting local sponsors to take over certain portions of the site. Eugene C. Farrell, chairman of the local redevelopment agency, further explained the commission's decision in this way: "We like the residential plan by Scheuer and we believe the St. Louis group, with its knowledge of conditions here, could speed up securing new industry for St. Louis." (A total of around 43 industrial tracts have been proposed for the area, with the idea being to tailor-make structures to the individual needs of industries that will buy or lease sites from the redevelopers.)

Primary philosophy underlying the Scheuer-Stevens plan for the residential areas of Mill Creek, it has been said, is one aimed at avoiding the "'institutional look' that fastens itself to many mass-planned communities." Among the design and (in line with the special theme of this issue of the JOURNAL) the "housing-is-people-minded" features included in the developers' bag of tricks are the following.

1—*"Calculated casualness."* Interesting over-all effect to be created by placing buildings with "calculated casualness" along a central mall and transverses.

2—*Varied building types.* Three-quarters of all new housing proposed would be in two- and three-story walkups having both garden-type and standard units; there would also be five 16-story buildings, intended to provide "points" in the development's skyline, and two 11-story "slab" buildings—to give contrast to the skyline.

3—*"Street furniture."* Outdoor touches will include such items as street clocks of modern design, with faces in two or three directions; three dimensional bulletin boards to keep residents abreast of community affairs; drinking fountains; shrubbery containers.

4—*"Cracker-barrel" shops.* These are stores, Mr. Scheuer has explained, where neighbors can buy a soft drink, a spool of thread, cigarettes, or where they can simply "catch up on neighborhood gossip."

Meanwhile, pending federal approval of plans, the vast Mill Creek area still awaits relocation of present inhabitants, clearance of all but 125 of the 2480 structures in the area, and preparation of the land for redevelopment. Developers have worked out a pattern of priorities as to the order in which sites are to be cleared and they also have been working on setting up a holding firm, the Mill Creek Redevelopment Corporation, which is to serve as a coordinating agency for the New York and St. Louis groups; through such coordination, both groups hope to be able to start construction in early 1959. It is estimated that the federal government

will contribute some 90 million dollars in loans and grants for the project.

And now that Webb & Knapp's package deal has been pushed out of the St. Louis redevelopment picture, it is expected that building dust soon will start rising on the city's long-cleared Memorial Plaza site, which was purchased last year by the Urban Development Corporation (see March 1957 JOURNAL, page 98).

ST. PAUL'S WESTERN AREA

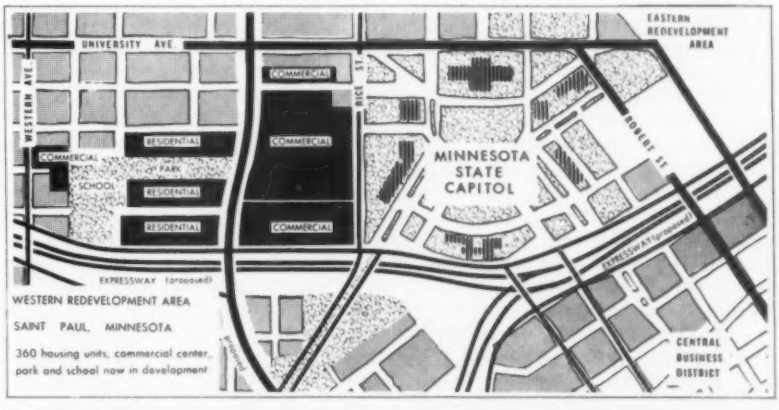
The Urban Renewal Administration last month hurled a monkey wrench into the works of what is known in St. Paul as the Western redevelopment project. URA decided the local redevelopment agency had been too generous in accepting the offer made by one of the three sponsors whose bids for portions of the project area had received local approval.

Bid frowned upon by the federal agency was entered by Capitol Plaza, Incorporated. Capitol Plaza offered $277,000 for two tracts—a total of 8.9 acres—slated for commercial re-use. At the same time, however, URA okeyed the offers of two other bidders on other portions of the St. Paul project: (1) Sears, Roebuck & Company—$586,736 for 14.2 acres to be used for a two-story retail store and a parking facility large enough for 1200 cars. (2) National Redevelopment Corporation of Cleveland, which, in its home city, is co-sponsor with James Scheuer of a residential portion of the Longwood project (see May 1957 JOURNAL, page 170)—$204,557 for 11.1 acres to be developed as a residential neighborhood, with around 300 rental units in two- and three-story and high-rise buildings (see pictures). Aside from the tracts included in the above, there remain 1.5 acres for commercial re-use, for which no bids were received, and another 2.7 acres, slated for residential re-use, that the city plans to dispose of via negotiation.

Immediate reaction of the developer whose bid was turned down was to threaten a Congressional investigation. Declaring that URA's decision was "actuated by political pressures," one of Capitol Plaza's principals pointed out that the company's bid was $200,000 more than any other entered for the tracts.

Fact of the matter is, however, that Capitol's bid amounts to around 21 cents per square foot less than Sears is willing to pay for land that, like the tracts in question, is to be used for commercial purposes. Sears' bid comes to about 94 cents per foot; Capitol's, 74 cents. Said one of the redevelopment agency commissioners who had voted against the sale to Capitol: "This is a sound decision by the government. The sale of land

Examples of two of the three building types planned by National Redevelopment Corporation for St. Paul (see story) are pictured above and right. Says Raphael D. Silver, president of National: "The city of St. Paul, its mayor, its redevelopment authority . . . have given their wholehearted support to a program designed to develop housing in the shortest possible . . . time." Pictured below is a location map, showing the project's proximity to the state capitol and its relationship to what is known as the Eastern redevelopment project. Plans are also in the mill for the central business district, also shown.



THE PEOPLE LIKE REDEVELOPMENT

While there have been a setback or two, voters, when given a chance, have by and large registered impressive approval of redevelopment. What's happened at the polls since referenda actions were last reported in the JOURNAL (see November 1957 JOURNAL, page 391) is presented below.

Lubbock, Texas: Lubbock in November became the first community in Texas to test out urban renewal on voters, in conformance with enabling legislation enacted by the state legislature just last year (see July 1957 JOURNAL, page 239). The outcome: voters got the show on the road, by approving renewal by a count of 1181 to 160.

San Antonio, Texas: Also moving to take advantage of Texas' new enabling legislation was San Antonio, where voters on December 17 voted 2645-633 in favor of passage of an urban renewal resolution by the city council. The council took formal action a day later and San Antonio was on its way.

Birmingham, Alabama: A 4.5 million dollar bond issue approved by Alabama voters in December put a necessary stamp of approval on big plans for expansion of the University of Alabama medical research facilities at Birmingham—an expansion that may, as Hugh Denman, director of urban renewal in the city, has said, help create a "medical center that will eventually be the best and most up-to-date of any in the United States." As part of the program, the Housing Authority of the Birmingham District and the university last fall signed an option-to-buy agreement involving a site in the authority's Medical Center Site A project (see picture, page 97). The December vote in effect made the sale official.

Hartford: While not directly affecting redevelopment, a bond issue approved in November by Hartford voters, according to Robert J. Bliss, executive director of the local redevelopment agency, will "certainly result in a better redevelopment project [what is known as the Front-Market project]." The reason: the bond issue—in the amount of $350,000—will be used to acquire and clear land directly opposite the project for use as off-street parking.

Hamtramck, Michigan: "The future of Hamtramck is assured . . . We are now moving forward." That's what Mayor Albert Zack of the Michigan community had to say in November, when voters by a large margin approved a one mill property tax increase to finance redevelopment. The tax hike had the support of local veterans groups and the city council but had to over-ride tough opposition from homeowners and taxpayers organizations.

Denver, Colorado: Denver's first attempt to initiate an income tax as a source of municipal revenue was turned down by voters in December. The tax had been counted on to implement a capital improvements program, including federally-aided Title I operations. New hope for the local program came just last month, however, when the state legislature enacted a new renewal enabling law that permits establishment of urban renewal authorities. Denver is already on the move to take advantage of the new law and, according to Floyd H. Tanaka, acting director of the Denver renewal commission, what this means in terms of money for renewal is this: "As a city agency, we expected the city . . . to supply not only the one-third [local share of a Title I project] but also the 'working capital' in cash. As an authority, we will negotiate short-term loans for 'working capital'—thus reducing the city's cash requirements."

at that low price would have been unwise."

Public improvements in the Western redevelopment project area are to be extensive and, perhaps because of all that's planned, more competition could have been expected in bidding for a chance to get into the area. Among the improvements scheduled: a new elementary school, for which 6 acres have been reserved; a 4.6 acre park; an interstate highway along the southern edge of the project; a new intra-city roadway.

Meanwhile, plans are in the mill for some dramatic changes—a la Fort Worth—for downtown St. Paul. A newly organized group of merchants—known as Greater St. Paul Development, Incorporated—announced in December that they had signed a $52,000 contract with Victor Gruen Associates, author of the Fort Worth plan, for preliminary work on a blueprint for revitalizing the city's loop. A spokesman for the Gruen organization has said the same basic philosophy that was used in plans for the Texas city would be applied in St. Paul, namely, as it was put by a St. Paul newspaper: "to banish vehicular traffic from downtown St. Paul and convert the streets into a shoppers' paradise with malls and landscaped gardens . . . " Edgardo Contini of the Gruen organization, who was a guest speaker at NAHRO's 1956 Annual Conference (see December 1956 JOURNAL, page 443), is directly responsible for the St. Paul plan.

PHILADELPHIA'S EAST POPLAR

Philadelphia has gone and done it again.

In 1956, Philadelphia became the first city in the nation to have completed a redevelopment project (see March 1956 JOURNAL, page 100). And the city managed to wind up the year 1957 by taking another title—that of the first city in the nation to have completed *two* projects.

Officially acknowledged as "C (for completion) Day" on the second project was December 31, when the Urban Renewal Administration handed over to the Philadelphia Redevelopment Authority a check for $120,560, representing final installment of federal capital grant funds totalling $851,260. The *Philadelphia Inquirer* marked the occasion by commenting editorially:

"[This] is the kind of news about this city that its citizens should treasure. Philadelphia has always succeeded in garnering a lion's share of firsts but too often they have been of an intangible nature or, as in the distant past, an excuse for resting on our laurels. In this case [the projects] speak for themselves."

First completed project in Philadelphia was East Poplar No. 2—a project that yielded a middle-income housing development known as Penn Towne (pictured in October 1957 JOURNAL, page 350). Unlike its frontrunner, the newer project—East Poplar No. 3—represents a unique coordination of two federal housing programs: redevelopment and low-rent public housing. The planning work on East Poplar No. 3 was initiated in 1950. Net cost of the project was $1,155,504, with the city's share coming to $304,244. The yield: 203 new low-rent public housing units on a site that was once a blighted residential area.

In addition, therefore, to supplying needed housing for low-income families now, the East Poplar No. 3 project represents, in the long run, another possible way out for the local housing authority with reference to its recent public housing site difficulties (see June 1956 JOURNAL, page 213)—particularly since the city council in January amended the city's cooperation agreement to double the 10,000 units the local housing authority had originally been authorized to place under contract with the federal government. (Another site-problem solution the city will test: purchase of existing housing—see January JOURNAL, page 12.)

The city council action came shortly after the housing authority had issued a 20-year report of operations (Philadelphia established a housing authority soon after the low-rent program was started) and both occasions stirred up some strong support for the low-rent program in the local press:

On the housing authority's 20-year record, the Philadelphia Bulletin *said:* "Nearly every facet of the program of course, has been subjected to bitter debate. Few who read this brochure [the 20-year report] attentively, however, will feel disposed to quarrel with the general thesis that the city has greatly benefited from the program, which has cleared more than 78 acres of slums and replaced them with decent and attractive homes."

And, on the authority's site problems, the Germantown Courier *had this to say:* "We trust that the [housing authority] will continue to exhibit the intelligent fairmindedness it has shown in its present approach to site selection. There is one brand of opposition . . . however . . . that we hope the Authority will turn a stone ear to. That is the opposition based purely on prejudice, snobbery, and 13th-century thinking . . ."

Meanwhile, on the redevelopment front, Philadelphia continues to forge ahead, setting a quick pace for the rest of the nation. With approval by URA in October of a reservation of $11,115,630 in capital grant funds and a $350,000 advance in planning funds for what is known as the Center City-East-Society Hill project, the total number of projects under way in the city reached 13. Six of the total were under execution; the rest were in the planning stage.

The University of Alabama and the Birmingham housing authority last fall signed an option-to-buy agreement affecting a 10½-block area in what is known as the Medical Center Site A project. The university agreed to pay $2,745,990 for the land, to be used for expanding medical research facilities. The transaction, however, hinged on a state-wide referendum (see box, page 96) and it was not until December that voters "cleared" the sale. Pictured above is the "deal" signing ceremony, with J. Orlando Ogle, housing authority chairman seated, at center.

NEW YORK'S LINCOLN SQUARE

There were two big packages tagged for New York City in Santa's bag this Christmas—one came from the New York State supreme court; the other, from the Urban Renewal Administration. What it was that was all wrapped up: the city's 68-acre Lincoln Square culture center redevelopment project – a project that has figured in a series of controversies, both local and in the field of federal-local relations, ever since its conception in 1955.

One of the local controversies was settled—but only temporarily—by the state supreme court's Christmas package. The court on December 23 dismissed a suit that, in effect, represented one lap in a last-ditch effort on the part of a group of property owners and businessmen in the Lincoln Square area to stop the city from conducting the project. The property owners have already carried the original suit to the appellate division in the state court setup and a second suit has been initiated in a federal court. No decision had been reached in either case as of this writing.

URA's holiday season offering came December 24 to mark the end of another battle—one that had involved top echelon housing officials at both national and local levels (see October 1957 JOURNAL, page 341). The offering came in the form of approval of $27,331,325 in capital grants for the project—around 3 million dollars more than URA had originally intended to lay aside for Lincoln Square but not any-

where near the 42 million dollars that Robert Moses, chairman of the city's committee on slum clearance, had asked for during the course of prolonged arguments last year (see May 1957 JOURNAL, page 168).

More details on both the court suits and the money are presented below.

The suits. The group determined to stop the Lincoln Square project have seized upon the fact that Fordham University, a Catholic institution, is slated to participate in the rebuilding job. Their suit was entered in the state courts on grounds that the project represents a violation of state constitutional guarantees of separation of church and state; in federal court the same argument—but as it applies to the national constitution—is being used.

It was Justice Owen McGivern who dismissed the suit in the state supreme court. In an eight-page decision, Justice McGivern said: "... to hold ... that a denominational school may not be afforded the same opportunity to contract as any other private institution or corporation, would be to convert the constitutional safeguards into a sword against the freedoms which they were intended to shield. In hard reality," Justice McGivern continued, "to exclude Fordham or any other sectarian institution from great over-all community planning efforts ... would be to relegate such institutions to the other side of the tracks ..."

The we-want-to-stay property owners refused to give up. They asked the appellate division to restrain the city from acquiring project land, an action slated for February 28. The court refused and set March 24 as the date for a hearing of the church-state case. At the same time, however, a new idea came up that may provide the property owners with more ammunition for their battle. It was Appellate Division Justice Charles D. Breitel who raised the question; he expressed concern that Title I redevelopment plans were being "tailored" increasingly to the needs of individual sponsors, thus excluding other potential redevelopers. He asked, for example, whether any other educational sponsors had had a chance at the Fordham Lincoln Square site. The implication was that none had.

Meanwhile, the property owners have threatened to take their case all the way up to the United States Supreme Court if necessary. The attorney for the group has warned that, if they eventually should be successful in their suit to block the project, the city would stand to pay millions of dollars in damages.

The money. The money fight between URA and the New York City committee on slum clearance had more or less reached an impasse last fall: URA was stone cold to the demands of Robert Moses; Mr. Moses refused to compromise on his grand schemes—at least no further than to slice a theatre or two off the plans. The upshot is that it is the sponsors who will pay.

As it stands now, Lincoln Square will cost the federal government around 28 million dollars; the city will ante up some 14 million dollars; and the redevelopers will be hit for a grand total of around 163 million dollars. Price tag for sponsors is estimated on the basis of negotiations that went forward after URA said "no dice" to the 42 million dollars. On November 27, the city board of estimate—the board has final say-so on New York projects—approved the Lincoln Square proposal embodying the revised prices sponsors had agreed to and, as noted above, about a month later URA gave its approval to the deal. Details of the Lincoln

LEVITT GETS QUARTER MILLION DOLLAR REBATE ON DEFAULTED, DILAPIDATED PROJECT

Even failures pay off for homebuilder William J. Levitt of Levittown fame. Just 12 years after he defaulted on a Federal Housing Administration-insured mortgage for a 1600-unit wartime rental project in South Norfolk, Virginia, Mr. Levitt collected over a quarter of a million dollars in straight "profit."

A $254,706 payment from FHA went to Mr. Levitt in early 1956, at a time when the project's current mortgage holder was going into his second year of default on principal payments—and at a time when the project was in such a state of dilapidation that the city council was out to have it torn down. In the fall of 1956, the council turned over a report to FHA recommending total demolition of the project as "ill-designed ... ill-constructed ... economically unfeasible to rehabilitate" (see November 1957 JOURNAL, page 392). Ownership of the units (three-quarters of them vacant as of this date and in advanced stages of deterioration) is currently in question—and may revert to FHA, with the federal government then to be in a position of absorbing all losses, in which Mr. Levitt's "profits" would figure.

The story of Mr. Levitt's quarter million dollar "bonus" goes like this. Under the FHA mortgage insurance program for Section 203 and 603 loans, FHA pays off lenders on foreclosed properties in debentures; all the lender recovers is the unpaid balance of his principal. Later, if the property is sold at a profit, the original lender recoups any loss through certificates of claim—any surplus remaining goes to the original owner. However, until 1955, FHA held back in settling with lenders and owners until the new mortgage was paid off, on the theory that it might mean paying off on the basis of paper profits, profits that might never be realized if the new mortgage holder failed to meet his payments.

In 1955, the General Accounting Office, concerned over FHA's long accounting lapses resulting from their repayment plan, urged and got from Congress changes in the law. FHA was given power to make repayments based on anticipated profits and to offer lenders and former owners two choices: early payment under the revised law, or a possible larger one later, under the old system. As the former owner of Glenwood Village, which he turned back to the government in 1944, Mr. Levitt chose early payment worth $254,706, rather than wait until 1975 for a possible million dollars, plus.

The question: should FHA have posed the question to GAO as to whether this "pay off" reflected its intentions (GAO's concern reportedly had related primarily to individual small home owners) and perhaps sought some new Congressional action?

Square plan as they affect the sponsors are capsuled below.

Lincoln Performing Arts Center, Incorporated: the Lincoln center corporation, headed by John D. Rockefeller III, has been one of the inspiring forces behind the whole redevelopment project. Its interest, primarily: in building an 11-acre cultural center in the heart of the Lincoln Square area.

To fit in with city plans for the cultural area (see city section, below), the corporation plans to construct new headquarters for the Metropolitan Opera; a new home for the New York Philharmonic Society; and a ballet theatre—all fronting on a landscaped public square. In the same area there will be a new Juilliard School of Music and repertory theatre.

The Lincoln center corporation has agreed to pay as much as $10.60 per square foot of land for the site. However, this price may be adjusted downward, depending on what results the city gets from using condemnation powers on the so-called Kennedy building. The city had been granted an option to buy the office building by its owners; but the owners wanted 2.5 million dollars, while the structure was assessed at 1.75 million dollars. The board of estimate in November voted not to exercise the purchase option but, instead, to have the city try its luck at getting a better price break through condemnation proceedings.

Meanwhile, the Lincoln Center group is making headway on a national fund-raising campaign started in November and hailed by Corporation President Rockefeller as "a milestone in American philanthropy." In December the Ford Foundation and the Rockefeller Foundation each came through with gifts of 2.5 million dollars; these gifts were matched in January with a 2.5 million dollar donation from the Avalon Foundation (a foundation established in 1940 by a daughter of the late Andrew Mellon); in February the Rockefeller Foundation came through with an additional 7.5 million dollar grant; another 1.2 million dollars has been pledged by the Metropolitan Opera Association; and more has been promised from others. Aim of the drive is set at 75 million dollars to finance not only clearance of buildings now on the site and construction of the

THERE'LL BE SOME CHANGES MADE . . . AS RESULT OF NEW YORK CITY INVESTIGATIONS

"Investigations"—past, present, pending—are shaping up some changes in New York City public housing and redevelopment.

Housing Authority

Under investigation since February 1957 and in line for complete reorganization (see October 1957 JOURNAL, page 344), the authority is now marking time awaiting action on bills introduced in the state legislature in January aimed at correcting "weaknesses" and "defects" found earlier.

One bill, backed by Mayor Wagner, provides for the appointment, by the mayor, of three fulltime, salaried commissioners . . . one to serve as chairman at the mayor's pleasure, two for staggered six-year terms. The alternative, Republican-sponsored bill differs mainly in who should be appointed (bars more than two appointments going to members of the same political party) and, in effect, limits the authority from starting any "no-cash subsidy" public housing.

In January, an authority-connected tragedy brought about other changes. In that month, the head of the authority police force committed suicide, reportedly on the basis of despondency and fear of losing his job in the wake of a survey begun in September, designed to spot needs and weaknesses of the force (see June 1957 JOURNAL, page 209). Since the suicide, the force has been expanded to 305 men and, in late January, the authority announced the appointment of a retired police inspector to the newly created post of superintendent of authority police.

On the heels of these moves, Mayor Wagner announced on February 20 the resignation of: (1) *Thomas J. Shanahan*, the authority's vice-chairman; (2) *William F. Hartnett, Jr.*, Mr. Shanahan's personal aide and ex-agent of the Federal Bureau of Investigation—appointed last May to what the *New York Times* characterized as a "controversial position"; and (3) *William Wilson*, authority commissioner for 16 years. Commissioners' reasons for resigning: expiration of their terms. However, the *Times* noted that Mr. Shanahan's letter of resignation was "sharp in tone," one cause of which may go back to last spring: then he boycotted all authority meetings until it created Mr. Hartnett's $10,000-a-year post for "special and confidential" studies (see June 1957 JOURNAL, page 209).

Title I

Current problems facing New York City's Title I program began with a city investigation launched late in the spring of 1957. Then, the city's investigation commissioner began to probe into so-called "irregularities" in the board of estimate's bureau of real estate—the municipal agency supervising Title I relocation and handling the relocation of persons displaced by other public improvements. During the probe two bureau staff members resigned and its executive officer was suspended.

The source of the thorn in the side of Title I: the Nassau Management Company, Inc., formed in 1952 by two former housing authority staff members: *Milton Saslow*, former chief of relocation, and *Kelsey Volner*, former chief of the city and federal projects. In January, fraud charges were made by the state's attorney general against the firm, Messrs. Saslow and Volner, and two others. The charge: a possible 4.8 million dollar real estate loss involving 1200 investors in syndicates formed under the firm for the purchase of office buildings and hotel properties. Of specific import to Title I and the city's improvements program: Nassau handled relocation for both. Under contracts with the city, the firm is reported to have collected substantial amounts in relocation fees. In late January, 15 relocation contracts still pending were cancelled as a result of the Nassau investigation.

As by-products of the Nassau investigation, several housing authority employees who had part-time jobs with Nassau, or had money invested in the firm from which they received higher dividends than other investors, came under scrutiny.

new center, but also to support an educational program and to finance creative artistic development. Said Mr. Rockefeller: "Its realization will mark the first acceptance on such a large scale of the performing arts as a community responsibility along with science, health, and education."

The city: as part of the 11-acre cultural center, the city will build a public park, with a bandshell and seating facilities for 3500 (the city park department has plans for an 800-car parking garage under the culture center); the 100,800 square feet of land the city will use for the park will cost $8 per square foot.

For the site of the public plaza that is also to be part of the culture center, the city will purchase 72,960 square feet at a price of $9.50 per square foot. Also, the city will pay from $4 to $7 per square foot for land to be used for such things as street widening, a public school, etc.

Fordham University: the university will purchase 320,230 square feet of land for a total price of $2,241,610 (around $7 per square foot). Plans are to build a new midtown campus.

Webb & Knapp National Corporation: Webb & Knapp also will pay around $7 per foot for a site on which will be constructed 4100 units of rental housing. Total land cost: around $6,017,479.

Lincoln Guild Housing Corporation: will purchase 53,059 square feet for construction of 400 cooperative apartments. Price: $224,969.

Others: a price of $7 per square foot has been set for some 55,000 square feet of land available for resale to churches and other institutions.

WASHINGTON'S "B" AND "C"

Two of the national capital's redevelopment projects passed milestones in December: (1) it was announced on December 16 that James Scheuer-Roger Stevens had got the financial backing they needed to start work on residential construction in what is known as the Area B project; (2) two days later, the Housing and Home Finance Agency approved terms for a transfer to Webb & Knapp of 14 acres of land (for commercial use) in adjacent Area C. Both projects are part of a mammoth (more than 561 acres) undertaking, designed to rebuild southwest Washington—one of the city's oldest and most decayed sections.

Area B: As of this writing, Scheuer-Stevens' First National Capitol Redevelopment Corporation was about set to start on initial construction in Area B. The corporation has had a leasehold on an Area B site—eventually to be rebuilt with more than 1000 new housing units—since 1956, when Sherman Adams participated in a White House ceremony set up for the contract-signing (see August-September 1956 JOURNAL, page 284). The holdup since that time: money.

The developers began a search of money sources—a treasure hunt in which virtually everyone, including the Federal City Council, eventually joined in. In December the news was announced: John Hancock Life Insurance Company had agreed to loan the developers 5.8 million dollars . . . and at an interest rate of 5.06 per cent—a rate considered favorable with respect to current market levels.

The John Hancock money is being used to finance initial construction in Area B that is to include an eight-story, 402-unit apartment building and 81 modern row houses, for which Scheuer-Stevens have gotten Federal Housing Administration Section 220 mortgage insurance commitments. George Garrett, head of the Federal City Council and the man named by President Eisenhower to expedite Washington, D. C.'s redevelopment program, hailed the insurance company's action as "financial statesmanship." Said he: "Our city is not just another major metropolis. It is the nation's capital. What we achieve here in the way of better living will set the pace for many other cities in the country . . ."

Area C: Terms approved by HHFA for the transfer of land to Webb & Knapp set a total price of 1.5 million dollars—or what amounts to about $2.50 per square foot—for the 14-acre site on which the developer is to build a "town center." For the money, the developer gets a long-term lease on the land, possibly with an option to buy the land later.

Unlike the Area B site, some of the Webb & Knapp territory still awaits clearance. About half of the 14-acre tract in Area C had been acquired via negotiation by the local redevelopment agency at the time the federal approval came through; it was said that the rest would probably have to be acquired through condemnation proceedings. Webb & Knapp hopes to have part of the "town center" ready for occupancy in 1959, to coincide with the target date for occupancy of the adjacent Scheuer-Stevens residential buildings. Webb & Knapp's plans for Area C were discussed in more detail in the January 1957 JOURNAL (page 17).

NEW HAVEN'S CHURCH STREET

New Haven—recognized as a city to beat in the redevelopment field—after having just about squared away its Oak Street project (see October 1957 JOURNAL, page 342), forged ahead late last year on its nearly 100-acre downtown renewal undertaking, known as the Church Street project. Figuring in the Church Street operation as a likely sponsor: Roger Stevens, who, though he usually operates in partnership with James Scheuer, is going it alone in New Haven.

The way New Haven handled its Oak Street redevelopment business has won national attention (as of December, redevelopment sightseers officially representing more than 20 cities had visited New Haven); it has been credited with helping its "redevelop-or-perish" minded mayor, Richard C. Lee, win re-election; as noted in the October JOURNAL, it made redevelopment history when potential sponsors upset all land-value calculations by offering to pay much more than had been asked; it has scored observable results in quick time—a factor that has helped win public support for the program. And signs are that the Church Street project, like the Oak Street undertaking, is going to be a pace-setter.

In the wake of Urban Renewal Administration approval of 39 million dollars in loans and grants for Church Street, the city in December moved into high gear. It was announced at that time that negotiations were going forward with Mr. Stevens for redevelopment of what are considered to be the four

main blocks of the project area. As tentatively planned, the New York City developer would invest 18 million dollars out of a total of around 34 million dollars of private capital being sought for the project.

The Church Street plan calls for clearance of around 89 acres of the downtown site and rehabilitation of residential structures that occupy around another eight acres. More than 400 families are to be relocated to permit clearance of those structures slated to go, after which the site will be used for an 18-story office building; two apartment buildings providing 200 units; retail establishments; a state regional market; and a parking garage with room for 1500 cars. Net cost of the project (loss to the city over and above what is paid by sponsors for the land) is pegged by URA at $18,720,755. URA's share: $13,287,842.

SACRAMENTO'S CAPITOL MALL

"It is welcome [news] not merely because it is a major concrete step toward construction but because the credentials of these two men indicate they are excellent citizens to have linked to the community . . . They are not mere carpet baggers of business but show every evidence of a broad interest in the community . . ."

That's what the *Sacramento Bee* had to say when it became clear last fall that James Scheuer-Roger Stevens were coming out on top in the competition for an eight-block slice of the city's 62-block Capitol Mall project. It was not, however, until January that the word became official that the New Yorkers had won out in a field of prospective developers that had included Herbert Greenwald of Chicago—he has Title I projects in Detroit, New York City, and Newark—and what has been described as a "powerful" local combine.

It was the local group that held up the official decision. Soon after it was made known in October that Scheuer-Stevens had been selected as the men for the Capitol Mall job, the hometowners began to apply pressure at a sensitive spot: the city council. The council then requested that a session be held to permit the redevelopment agency commissioners to consider again the proposals of both the local group and the New Yorkers. The

TO BE—OR NOT TO BE . . . PUBLIC HOUSING IN ST. LOUIS COUNTY?

Will St. Louis county begin construction on its first 350 units of low-rent public housing this spring—or won't it?

The answer has been pending in Public Housing Administration offices since December 14. On that date, the lowest of nine bids for construction of the Jefferson Barracks project won the award for a local contractor. The contract was then turned over to the Fort Worth PHA regional office for routine approval. As of mid-February, however, the county housing authority chairman reported that PHA had not yet ". . . approved the project's construction . . . (and) refused to commit itself . . ."

Meanwhile, the delay has resulted in repercussions felt all the way to Washington. Simultaneously, local opposition to public housing—going back to 1956 when PHA announced tentative approval of the project—is posing a life-or-death threat to the authority. Since final PHA approval of project plans in June 1957, this opposition has crystallized in the South County Civic Council, composed of residents of the proposed project area.

In August of 1957, the authority faced suit brought on by six area residents, including the director of the civic council group, aimed at halting the project's construction. Crux of the circuit court suit: the legality of the payments-in-lieu-of-taxes provisions of a cooperation agreement entered into between the county and the authority. The suit was dismissed in September.

In December, another threat arose, this time in the county council. There, a resolution was introduced, "requesting" a delay on project construction until the validity of petitions (originated by the council group) seeking an election on a proposal to abolish the authority had been checked. The "request" was turned down.

With the supporting action of the council to fortify it, the authority went out for bids in mid-December and the "winning" contract was turned over to the regional PHA office for approval. Several days later, when the office was queried on its decision by the *St. Louis Post-Dispatch*, the answer was that approval was being delayed on its "superior's" orders, pending "studying the legality of the referendum petitions and the effects such an election might have on the proposed project." Noted the regional director: ". . . the man who will have to make the decision" on whether to approve the contract is PHA Commissioner Slusser. On December 20, after conferences between Mr. Slusser; Albert M. Cole, administrator of the Housing and Home Finance Agency; and authority officials, including its chairman Francis M. Barnes III, a spokesman indicated that PHA proposed to honor the "valid, binding contract . . . we propose to carry it out." A decision, he indicated, could be expected within 30 days. Later, however, in response to an authority request for contract approval or disapproval, the authority received a telegram from Commissioner Slusser stating that a decision would be made within 60 days from the opening of bids.

Meanwhile, in St. Louis county, the referendum aimed at abolishing the authority may come up for a vote this year, although the counsels for both the county and the housing authority agree that the county has no jurisdiction in abolishing an agency established by the state legislature. The housing authority has gone to court to stop the election move.

The editorial position of the *St. Louis Post-Dispatch* is:

"If the Government halted public housing activity every time local opposition to a particular project made a gesture in the direction of a referendum, no consistent and well-planned housing program would be possible. The Government's policy should be to go ahead with the Barracks plan unless or until it is legally stopped from doing so. To try to anticipate a situation which *might* exist if the referendum petitions *might* be held valid and the voters *might* kill the County Housing Authority by refendum is to put a premium on obstruction by local opponents . . ."

hearing was held January 13. After the decision was announced, Mr. Scheuer (he acknowledges that the local proposal had merit) told the JOURNAL: "What is significant is that the press and the redevelopment agency had the statesmanship to support an outlander group from 3000 miles away because, as they conceived it, the out-of-towners held out the best promise of meeting the high aims and aspirations of the community so far as the redevelopment project was concerned."

Evident all along in Sacramento has been the attitude that redevelopment offers not only a chance for big physical improvements but also a unique opportunity for improvement along such lines as human relations, aesthetics, culture; the records of Messrs. Scheuer and Stevens in these fields have been frequently cited ever since they expressed an interest in the project. Local newspapers also pointed out the advantage of having an experienced sponsor for initial private construction in Capitol Mall—where the first rental housing on Title I-cleared land west of Kansas City will rise. Said the *Sacramento Union:* ". . . wisdom dictated that this contract should go to the firm selected, not only as the best bid, but because it will offer local interests a rare opportunity to see how such projects are brought to fruition . . . Next time the local group should prevail, all other things being equal. For there's lots of money to be made in this redevelopment program and it is right and proper that the majority of it should remain in Sacramento for other similar projects . . ."

And, in line with what they have been doing in other communities, Scheuer-Stevens are in many ways going along with local interests in the Sacramento job. They have pledged, for example, to make use of local contracting and financing people. In addition, plans are flexible enough to permit possible redevelopment sponsorship by local people in three blocks of the eight-block area involved in the agreement reached in January. This is how it works: the three blocks are being reserved to permit present owners of the land to redevelop the site; if the local owners do not elect to exercise this option, Scheuer-Stevens will step in.

Scheuer-Stevens are expected to invest some 15 million dollars in the Sacramento project. Construction planned includes 650 to 800 apartment units, an office building, and other structures. The company is to submit detailed architectural plans and a land purchase price offer at a public hearing within six months and hopes are that construction can be started late this year.

The Scheuer-Stevens award represents the second tract of land in the Capitol Mall project area that has been accounted for: in late 1957 a one-block area was turned over to the federal government for $585,000. The General Services Administration has announced it will build an $11,184,000 office building on the site.

The Capitol Mall project—approved a year ago for a federal capital grant of $3,577,420—is the first in the state to make use of a California law permitting financing of such operations by selling bonds that are to be repaid with tax returns after redevelopment (see January 1957 JOURNAL, page 18).

BUFFALO'S BEGINNING

Buffalo's redevelopment program is thawing out of a deep-freeze that had lasted for almost eight years. Some of the signs of the thaw: (1) in December the city submitted a "workable program" for Housing and Home Finance Agency approval; (2) barely two weeks later, the Urban Renewal Administration announced that a federal grant of $9,884,698 had been okeyed for a 161-acre project in what is known as the Ellicott district; (3) planning work is under way on a second project, aimed at rebuilding a 150-acre tract on the city's waterfront.

What's happening in Buffalo contrasts sharply with what *The New York Times* has called the "lethargy, confusion, and ineptness that have clouded urban renewal efforts in Buffalo for several years." After a hot-shot beginning in the redevelopment field—just days after passage of the 1949 housing act, the city made moves to participate in the program (see October 1949 JOURNAL, page 325)—Buffalo's enthusiasm fizzled. Last year, however, redevelopment made a comeback and now, as in August when *The Times* commented on the change in Buffalo, "urban renewal has almost unanimous support of political leaders and civic organizations."

Some of the honors for stimulating new interest in city rebuilding operations should go to the local press. The *Buffalo News* has been keeping up a steady barrage of stories and editorials calculated to win friends and influence people for redevelopment. The *News'* attitude on rebuilding: It is "essential . . . for all Buffalonians to recognize that the stakes in all the current moves toward a genuine civic awakening are truly great—that this metropolis does . . . stand today at a crossroads between progress and decay."

Another stimulant: the Buffalo Redevelopment Foundation—a self-supporting citizens group organized by businessmen and industrialists with the aim of promoting urban renewal in all its phases. Perhaps most dramatic of the foundation's activities last year was the unveiling of a five-year plan directed, it was said, at "uniting more than a million residents of Greater Buffalo in a crusade to rejuvenate the city." Other activities of the foundation late last year: (1) sponsored a one-day urban renewal clinic and luncheon that drew a peak attendance of around 400; (2) provided a local university with a $5000 grant to finance a survey on metropolitan market conditions (intention is to use this study as a basis for applying for Ford Foundation funds for a broader survey).

Meanwhile, results of the city's new-found interest in rebuilding has been manifested in a number of ways. Some examples follow.

1—Redevelopment action figured heavily in campaign promises made by aspirants to city offices in the November elections.

2—Mayor-elect Sedita joined with Outgoing Mayor Pankow in signing the "workable program" submitted for federal approval, as evidence of the new administration's intention to carry out the urban renewal program initiated by the former mayor.

3—The board of redevelopment—since 1953 Buffalo's official redevelopment agency—has hired two nationally known consultants, Nathaniel Keith and Carl Feiss, to develop a general neighborhood plan.

The immediate focus is the (*Continued column two, page* 106)

THE NAHRO PRESIDENT'S CORNER

"PHIL" TRIPP SAYS . . .

Since you last "read" me, the "state of the nation"—as regards employment throughout the country—has grown progressively worse. The conditions reported in business journals over the last several months have culminated in an acknowledged total of over 5 million unemployed. The opinions of the experts vary as to the gravity of the situation and the degree to which this period should be labeled a "recession." Whatever our economic situation is, it has become the reason for various pronouncements and prophecies and certainly the basis for proposals from high places for many kinds of panaceas.

Pump-priming

It is interesting to see aids to housing, urban renewal, and public works mentioned among these proposed "remedies" but we who are concerned with such programs take occasion to reiterate our stand that housing and urban renewal should not be classified as mere emergency measures with which to combat an economic depression. We feel strongly that the Congress should recognize that these programs should be established on a long-term basis, principally because they require just that kind of planning—long-term—by local communities and do not constitute the kind of activity that can be turned "on" and "off." They are not pump-priming projects; they involve too deeply the resources of our communities. Housing and urban renewal are essential to our national well-being, in good times and bad, contributing substantially to the economic life of the areas in which they are undertaken.

We are pleased, indeed encouraged, to read in contemporary publications the comprehensive proposals being made for putting new life into housing and urban renewal programs: proposals that, in many respects, are not too dissimilar from those that NAHRO has long recommended. They include, generally, decent housing for all income groups, with accent on rental housing as well as on home ownership; an intelligent program of neighborhood conservation and rehabilitation; and a program of urban renewal so conceived as to result in more up-to-date and more financially stable communities.

Research

We in NAHRO subscribe strongly to the need for still another kind of activity that we think is essential to renewal progress: research. We have seen too many recommendations and too much programming projected on the basis of too limited information and too few statistics. We have seen attempts made to formulate plans for various new forms of housing assistance with extended discussion then carried on by various groups both for and against such proposals . . . all without benefit of complete factual data. The more of this kind of performance one observes, the more thoroughly is he convinced of the need for that basic something—research.

Housing research studies have long been carried on here and there within the federal government, and at a few educational institutions, and under other auspices—but it is our view that, if we are to get the most productive and the most successful kind of research results, the federal government must be authorized to take the lead. The federal responsibility here should be to map out the areas where facts are missing or where testing of new theories are needed, directly undertaking the recommended research in some instances and, in others, contracting for needed studies with universities, laboratories, industrial firms, etc. The federal research role should be one of exploration and coordination. The federal government plays this kind of research role in other fields—agriculture, health, welfare, for example—and it seems to us that housing merits this same support. Our own NAHRO Committee on Research and Statistics, under the chairmanship of Miss Mary K. Nenno, is to be commended for the excellent work it has done in the development of recommendations for such a national research program.

East Lansing

During the past month, one of NAHRO's most important activities took place at the Kellogg Center for Continuing Education at Michigan State University in East Lansing: the Redevelopment Section's third working conference on urban renewal problems, which opened on Sunday, February 23, and had its final session on Wednesday, February 26. There was an impressive gathering of folks on hand from various professions concerned with the problems that relate to renewal: the great face-lifting operation that is producing such tremendous results in transforming many of our cities. Federal officials, college and university faculty, economists, attorneys, developers, planners, consultants, bankers, builders, and many others dedicated their efforts during these days to participation in the well organized program for the discussion and exploration of the basic problems and of the many complicated situations that are being encountered in getting this renewal program under way and in making it work. NAHRO is proud to have sponsored such a conference.

In Closing . . .

In closing, may I remind you that the months are slipping along and we still feel that there are a good many folks across the country who should belong to NAHRO and don't. There are also many business firms that should be advertising in the JOURNAL OF HOUSING that are not doing so. Perhaps they still haven't been *asked*. Why not get your list of prospects together and *ask*?

Philip F. Tripp, March 1958

New Maintenance Products

JOH-C1—TOILET PLUNGER

An accordion-pleated toilet plunger: that's what *Toilaflex* is. And its pleated structure is said to be the reason it can attack clogged toilets from any angle and break up obstructions without any splash-back or mess.

Two other *Toilaflex* features contribute to what is called its "can't miss" performance: (1) over-size and (2) tail design.

Here's the way this three-way combination of new plunger features works. First, its tapered, pleated construction allows for bending and getting right into the toilet trap opening. There, unlike conventional models, says the manufacturer, this plunger's over-sized chamber blasts twice the volume of compressed air directly at the obstruction. *Toilaflex's* tapered tail then takes over: insuring a snug, airtight fit in toilets of any size or shape. Compressed air and water cannot escape. The result: a ramming of air and water through the clogging mass, breaking it up and forcing it through into the sewer line.

Other construction features of the plunger include all natural rubber construction and an enamel-coated handle.

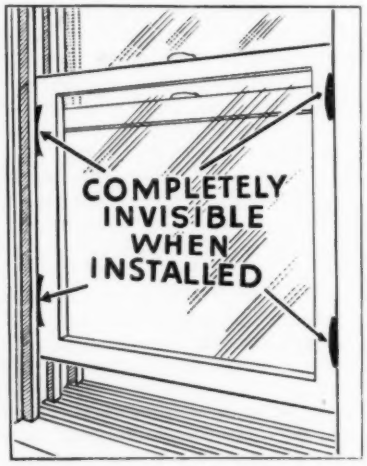
JOH-C2—UTILITY CLEANER

"P.C" is the special virtue of *Rev* —a soap compound meant for general maintenance jobs. And "P.C." means *portion control,* just the right amount of detergent for either three or four gallons of water, all neatly packaged in plastic pouches: no guessing—no wastage—no over-sudsing, with resultant heavy rinsing required, says the manufacturer.

Rev is a liquid soap concentrate, containing virtually no water; hence, cartons of the little "P.C." pouches can be shipped at lower costs and can be stored with real space economy: 80 pounds of *Rev* are equivalent to 450 pounds of ordinary detergents and take up 3 cubic feet of space as against 8.1 cubic feet for 450 pounds of other cleaners.

Other hailed features of *Rev*: it's said to be non-inflammable and kind to hands. Two pouch sizes are available—P.C. 3 and P.C. 4—for three- or four-gallon cleaning mixtures; packaged 12 pouches per carton, 12 cartons per shipping case.

JOH-C3—WINDOW SPRING



Here's a useful little item for ailing windows in older housing: *Noiseless Window Control Springs.* Their aim in life: eliminating air drafts, dust, heat loss, and rattles by pressing the window against the frame and taking over where sash cords are broken. Hailed as the answer to these problems, this little 3½-inch by ½-inch spring can lead either of two lives: it can be used as a stopgap measure until repairs can be made . . . or it can be left in permanently. Either way, it does a big job, says the spring's manufacturer.

Made of clock spring steel and said to be effective whether the window is open or closed (spring travels with the window), *Noiseless Window Control Springs* are easily installed with an ordinary screwdriver or a special tool supplied for installing the extra heavy model.

Here's how the springs work: made with teeth on each end and arched, the spring is inserted teeth-side against a plate supplied by the manufacturer and pushed in between window and frame with a screwdriver, until the spring's completely out of sight. The plate is then removed, whereupon the arched spring takes up the slack between window and frame. The spring, secured to the window by dug-in teeth, rides with the window when it is opened or closed. Lower window springs are inserted from the inside; upper windows from the outside.

The springs are available in four tensions: light—for windows with sash cords and weights; medium—for medium size windows, plus those with broken cords; heavy—for large windows equipped with or without cords; and extra heavy—for eliminating lateral motion or window side play.

JOH-C4—MASONRY SEALER

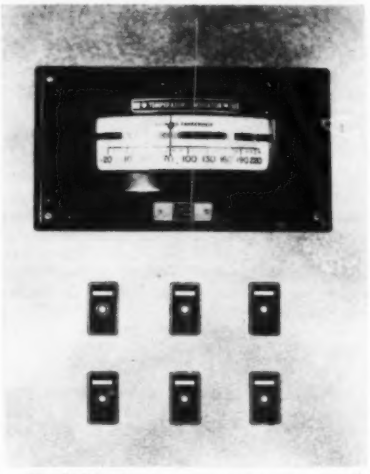
Three minutes, 180 seconds, 3/60ths of an hour . . . whichever way you say it, that's all the time *Sika-Plug* needs to stop pressure leaks in masonry surfaces. After that time, claim its manufacturers, it hardens to a rock-like consistency.

Product of a world-wide chemical corporation, *Sika-Plug* comes in powder form ready for mixing with water. Once mixed to a stiff putty, it can be rolled into carrot-shaped plugs and inserted into openings by hand or with a trowel. In three minutes, chemical action has hardened the plug, thereby instantly sealing pressure leaks, note its originators.

Other heralded uses of *Sika-Plug*: it's said to be ideal for anchoring bolts and studs in concrete; for filling cracks and voids—as a mortar; for sealing joints between masonry walls and concrete floors; and wherever fast, durable masonry repairs are necessary. Cartoons illustrating the product's application are printed on steel pail containers, available in one-quart, one-gallon, and four-gallon sizes.

New Construction Products

JOH-C5—ELECTRONIC THERMOMETER



Push-button temperature reading: that's something new in the electronics world. One push button-controlled meter – the *Electronic Resistance Thermometer*–can flash the word on how hot or cold the air may be in any part of the building–or on the outside of a building–or can record how hot water temperatures are running. Here's what this "push-button" system is about.

Sensing elements (thermometers) are placed in hot or cold water lines, air ducts, rooms, outdoors–from wherever temperature readings are required. Wire leads then connect the elements to individual push-buttons on the panel on which the meter is mounted. When a button is pressed for a particular element, the temperature registers on the meter. Thus, notes the manufacturer, an engineer can make quick temperature checks of any part of a building, on any part of the heating system. When the *Electronic Thermometer* is used in conjunction with electronic temperature controls, the engineer can immediately readjust control settings to compensate for any abnormal variations as they occur–following the temperature check.

Whether used independently or in conjunction with electronic plant controls, the system can lead to quick detection of faulty plant operation and its correction before equipment damage or failure can occur.

Meters for the thermometer system are available in two standard scales: minus 20 degrees to plus 230 degrees Fahrenheit; and plus 20 degrees to plus 120 degrees Fahrenheit. Sensing elements are available in four types: room, duct, immersion, and outdoor; selector (push-button) switches are also included in the system. Adapted for wall or cabinet mounting, the thermometer also boasts of permanent meter calibration despite line voltage fluctuations.

Check and Mail . . .

Check the "JOH" numbers below that match the items on pages 104 and 105 on which you would like full technical literature. Then send this coupon to the JOURNAL OF HOUSING, 1313 East 60th Street, Chicago 37, Illinois.

NEW MAINTENANCE PRODUCTS

- ☐ JOH-C1—Toilet Plunger
- ☐ JOH-C2—Utility Cleaner
- ☐ JOH-C3—Window Control Springs
- ☐ JOH-C4—Masonry Sealer

NEW CONSTRUCTION PRODUCTS

- ☐ JOH-C5—Electronic Thermometer
- ☐ JOH-C6—Metal Roof Tile

SEND TO

NAME .....

HOUSING AFFILIATION .....

POSITION TITLE .....

ADDRESS .....

JOH-C6—METAL ROOF TILE

Roofing that looks like asphalt tile . . . but wears like iron. It comes under the name of *JalZinc Roof Tile.*

This tile tale begins with a cantilever design stamped into 28-gauge galvanized sheets measuring 18 inches by 8 feet, forming two tile rows on each sheet, as illustrated. Interlocking features are built into the top, bottom, and sides of each sheet for securing one to the other. This design also provides air space for ventilation between subroofing and the metal tile, says the manufacturer: heated air is vented into the atmosphere through element-protected perforations.

The sheets are attached to the subroofing with rust-proof nails driven into the sheet's upper lip; the lower edge is secured to the sheet it overlays with metal fold-over clips riveted to the surface. Finally, the asphalt effect is created by special sprayed-on mastic and ceramic granules in any combination of 35 non-fading colors.

Although slightly higher in cost than conventional asphalt shingles, the tile's light weight and ease of installation can offset higher costs through labor savings, says the manufacturer–and its durability over other materials can also save on replacement costs. *JalZinc* tile's light weight can also allow for a reduction in the number of load bearing studs and rafters, wherever such building code modifications are acceptable.

The company points out that future plans are to apply the same design principles to low-cost galvanized sheet *siding.*

The demand for *JalZinc* for a wide range of uses has increased yearly, especially in construction where wood and masonry are being replaced in homes, notes the manufacturer. However, its current production is limited to tile.

PRIME AND PERTINENT

Prepared by Marion Massen

WITH THIS ISSUE OF THE JOURNAL comes the annual index to the 11 issues that were delivered in 1957. Maybe you have your 1957 copies stacked neatly on your bookshelf; maybe some are still lying on your coffee table (John Bradford's covers do make them decorative conversation pieces!). We hope you can round them all up and keep them together, for that's how the index will be most useful to you. And to help keep index and JOURNALS together, we suggest you write us for a leatherette spring binder that NAHRO stocks especially for members, at $3. Or if you want to order with friends, the binders are two for $5; three for $7.50; or four for $10. If by chance you're missing copies (except for the issues of April, July, and August-September: no orders can be filled for these three issues, since they are out of print), copies are obtainable at 50-cents each; special issues are $1 (the October redevelopment issue and the December conference proceedings issue are at the $1 rate).

NEW FROM NAHRO

INDEX TO 1957 JOURNAL OF HOUSING. 12 pp. Free. National Association of Housing and Redevelopment Officials, 1313 East 60th Street, Chicago 37, Illinois.

URBAN RENEWAL

CITIZEN ORGANIZATION FOR COMMUNITY IMPROVEMENT. 1957. 37 pp. and chart. 25 cents. American Council To Improve Our Neighborhoods, Box 462, Radio City Station, New York 20, New York.

Another ACTION pamphlet, based on case histories of successful citizen organizations. (A good companion piece for NAHRO's "Citizen Organization for Neighborhood Conservation," RIS Special Publication No. 12, available at $2.)

ACTION EVALUATOR; Business Takes Action for Urban Renewal; a leadership guide. 1957. 22 pp. and kit. $10. American Council to Improve Our Neighborhoods, Box 462, Radio City Station, New York 20, New York.

To help businessmen really *perform* in the urban renewal field, ACTION has prepared a detailed outline of how a community can be organized by business leaders to launch a program. The guide demonstrates how to take a housing inventory and how to compute the cost of blight and slums—to the public, to the individual, and to the private businessman. It also sets up a highly detailed check list for evaluating what kind of "machinery" a locality has for doing a renewal job: whether or not it is equipped to do a city planning job; how it is set up to face relocation needs; what state enabling laws it must work under; status of zoning laws, housing codes, etc.

For facts on help available from ACTION in putting the "evaluator" to work, see page 81.

"EXAMPLE CASE": URBAN RENEWAL PROJECT UNDER SECTION 220. 1957. Unpaged. $1. Mortgage Finance Department, National Association of Home Builders, 1625 L Street, N.W., Washington 6, D. C.

A file of the significant documents and exhibits relating to Cleveland's Enterprise Garden Apartments, fully private redevelopment project financed under the Federal Housing Administration's Section 220 mortgage insurance program.

LOOKING OVER DOUGLAS' SHOULDER. 1958. 41 pp. Obtainable on request to the City of Douglas, Georgia, and the Demonstration Program Branch, Urban Renewal Administration, Housing and Home Finance Agency, Washington 25, D. C.

Results of a "314" demonstration project aimed to show how a small city can most easily meet the requirements of the "workable program" for urban renewal—from adequate codes to citizen participation. See page 89 for lessons learned with respect to "do it yourself" surveys.

AN APPROACH TO PHILADELPHIA'S INDUSTRIAL RENEWAL PROBLEM. 1956. 23 pp., mimeographed. $2.50; ELEMENTS OF A COMPREHENSIVE INDUSTRIAL PROGRAM FOR PHILADELPHIA. 1957. 12 pp., mimeographed. $2.50. Bureau of Municipal Research and Pennsylvania Economy League, Towne Building, 1321 Arch Street, Philadelphia 7, Pennsylvania.

"Second editions" of two studies analyzing Philadelphia's industrial base; adequacies and inadequacies of space, labor, and service resources; and the design for an industrial renewal program. Though companion pieces, the second of the studies by itself could suffice as a guide for other cities interested in studying the same problem.

THE STAKE OF SOCIAL WORK IN URBAN RENEWAL DEVELOPMENTS: Proceedings of 1957 Workshop of the New York School of Social Work. 1958. 100 pp., mimeographed. $1. The New York School of Social Work, 2 East Ninety-first Street, New York 28, New York.

A real concentration of material—relating experience as well as theory—on the necessary cooperation of social work agencies, planners, housers, and public officials working with urban renewal in local communities. Papers and talks by practitioners from the various fields make up 20 chapters.

REDEVELOPMENT—

(*Continued from page* 102)

Ellicott project that got URA approval in December. The 161-acre Ellicott area is at present a severely run down section adjacent to the central business district of the city. It is figured that around 1600 of the 2215 dwelling units in the area are substandard and that around 2219 families will have to be relocated—many probably in public housing—before the structures can be razed. Plans call for residential re-use of the land, with some commercial facilities included. Net cost of the project is figured at around $12,769,719.

As for the waterfront project, insistence that it be pushed forward has been growing stronger. One of the holdups has been the local port authority, which, according to the *News*, has a "will-of-the-wisp hope" that if an existing, but virtually unused, barge terminal is retained, it will become an asset when "somehow, someday they . . . attract more shipping" to the city. The rub is that the barge terminal is in the area proposed for residential redevelopment. Said the *News*: "Washington isn't going to put up money for a redevelopment venture unless Buffalo gives certain assurance that there will be no industrial activities right on the front doorstep of the apartment area. . . . There is no logic in posting a 'no trespassing' sign on a waterfront area for which there is no likely commercial need—a marble-hoarding act that deprives Buffalo of hopes for matching the civic enterprise of other cities across the nation."

CAMBRIDGE'S BEGINNING

Cambridge, Massachusetts, in November established what was called a "beachhead in the war against blight and deterioration." While a band played "This Old House" and 3000 spectators cheered (a million others got the picture later on Dave Garroway's network TV show), wrecking crews went to work on a dilapidated six-family tenement . . . and eventually the stubborn old slum was knocked to the ground (see February JOURNAL, page 64). The occasion marked the start of (*Continued column one, page* 108)

Personnel Exchange

POSITIONS AVAILABLE

A40 — REDEVELOPMENT DIRECTOR

Vacaville, California's redevelopment agency seeks an executive director to take administrative charge of its long-range urban renewal program, currently in the initial application and planning stage. Candidate will represent agency before, and work with, city, county, state, and federal agencies involved in redevelopment; work with planning commission and city administration on long-range planning and financing; interpret the program for the general public; and direct and review work of consultants and contractors to the agency.

Requirements: combination training-experience equivalent to completion of degree in planning, business administration, public administration, civil engineering, or related fields; five years' experience in private or public employment in responsible administrative or executive positions. Essential: pleasing personality, human relations skill, plus ability in public speaking and public relations.

Salary: $7200-$9000 per annum, depending on qualifications. Submit briefs covering experience, education to: James G. Hanson, Secretary, Redevelopment Agency of the City of Vacaville, Vacaville City Hall, Vacaville, California.

A41 — PLANNING RESEARCHER

The twelfth naval district, San Bruno, California, has available a civil service research position in regional planning for district's shore installations. Aim of regional plans are to provide guides for alternative locations for new facilities; regrouping of activities among stations; estimating operating life of stations; pinpointing causes for delays, uneconomic situations, poor functional grouping, obsolescence, duplication; preventing conflicts with other civil, military agencies. Incumbent will collect, analyze, prepare data into tables, summaries, maps, and written material, working independently under moderate supervision.

Position calls for GS-5 ($3670 annually) or GS-7 ($4525 annually).

Requirements: must pass federal civil service entrance exam; educational minimum—arts degree or equivalent in urban geography, urban sociology, traffic engineering, transportation, economics, or regional planning; must have statistical ability, working familiarity with research methods.

Write: H. F. Cullen, Personnel Officer, District Public Works Office, Twelfth Naval District, San Bruno, California.

A42 — RENEWAL PLANNER

Akron's recently organized urban renewal commission is seeking a renewal planner to assist the renewal director in carrying out the city's program—presently in the survey and planning application stage.

Candidates must have degree in planning, engineering, architecture, landscape architecture, or in related fields, plus a minimum of one year's experience in a planning office. Salary: $5491-$6864 per year, depending on qualifications, plus opportunity for advancement in challenging position.

Write: Charles F. Bassett, Director, Department of Personnel, 502 Municipal Building, Akron, Ohio.

A43 — EXECUTIVE DIRECTOR

The Housing and Redevelopment Authority of Duluth, Minnesota, has available the position of executive director. A college degree is required, preferably in planning. Planning and urban renewal experience essential. Owing to the illness and resignation of the present director, this position replaces the one previously announced (A27—November 1957 JOURNAL, page 407; A35—December 1957 JOURNAL, page 451).

Write: Arthur W. King, Chairman, Housing and Redevelopment Authority, 201 City Hall, Duluth, Minnesota.

A44 — DIRECTOR, PLANNERS

New York State's division of housing has available four non-civil service staff openings of two years duration for a 314 demonstration grant research study planned for Utica, New York (see February JOURNAL, page 42).

Project director—qualifications: approximately eight years of broad and progressively responsible experience in planning, urban renewal, and related architectural and/or landscape architectural fields. Up to three years of graduate study may be substituted toward meeting the experience requirement. Must have demonstrated imaginative and creative qualities coupled with disciplined, sound professional capabilities required to develop new approaches to a total and long-range urban renewal plan for a typical medium-sized urbanized area. Duties: will be responsible for the direction of work of a small professional and clerical staff (six) and associated work of consultants in Utica, under general direction and supervision from New York City, and in cooperation with local and state agencies. Salary: $11,750-$12,250 to start, depending on qualifications.

Senior urban planner—qualifications: approximately three years experience in various aspects of urban planning related to a coordinated planning program either in municipal or regional planning commissions or with consultant urban planning firms. Up to two years of graduate study may be substituted in meeting above requirement. Duties: under general direction of project director, and direct supervision of principal urban planner, candidate will analyze programs of community development, zoning ordinances, subdivision regulations, traffic studies, proposals for public facilities, and related activity. Salary: $7000-$7500 to start, depending on qualifications.

Planning research technician—qualifications: approximately three years experience in research activity in planning and/or related economic, demographic, taxation, finance, market analysis, or transportation research activity. Up to two years of graduate study may be substituted toward meeting experience requirement. Duties: staff responsibility for research activities in connection with the Utica study. Salary: $6000-$6500 per annum, depending on qualifications.

Planning, architectural, or landscape architectural delineator — qualifications: approximately three years experience in drafting for planning purposes, architectural rendering and artwork for color reproduction in photo-offset printing. Up to two years of graduate study can be substituted in meeting experience requirement. Duties: staff responsibility for all finished drafting and artwork in connection with the Utica study. Salary: $6000-$6500 per annum, depending on qualifications.

Mail complete resumés, including experience, educational background, and three references to: Donald L. Kline, Director, Bureau of Community Development, New York State Division of Housing, 270 Broadway, New York 7, New York.

POSITIONS WANTED

W14—Male, 39—COMMUNITY WORK

Candidate desires position in citizen participation work related to urban renewal. Background includes 10 years experience in promotion of efficiency and economy in Massachusetts' local and state government operations via taxpayers' associations: analysis of departmental operations, budgets, and capital outlay programs; making recommendations and carrying them through to adoption. Also has had four years in production control and purchasing work in private industry. Considerable public speaking and public relations experience. Candidate has also been active in preparing a redevelopment project for Massachusetts suburban community, in addition to helping to establish a citizens' group.

Married, candidate holds political science degree from Yale, is a veteran of World War II and an Air Force reserve Lt. Col.

W15 — Male, 40 — COMMUNITY WORK

Candidate has a broad background in volunteer and paid community social welfare work including experience as group worker, community organization worker, and recently, as district secretary and executive secretary for community welfare organizations in New Orleans. Specific experience: organizer for citizen participation in neighborhood conservation; active in preparation of a manual and directory of neighborhood resources; or-

(Continued column one, next page)

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PERSONNEL EXCHANGE—

(*Continued from preceding page*)

ganized recreation programs, forums, public relations connected with settlement house work; supervised and directed activities of teen-age groups. Candidate seeks a position in community organization, development, or social welfare work. Available for immediate employment, he is unmarried, an air force veteran, and holds bachelor's and master's degrees in sociology and social work from Washington State College and Tulane University, respectively.

W16—Male, 47—ADMINISTRATION

Background includes 27 years in senior executive and administrative positions in market survey and research; management and sales promotion; new and old business promotion; mortgaging and refinancing; planning and development. A graduate of Edinburgh University (Scotland), candidate has been trained in law, economics, business administration. Employment background: private business, real estate; government service; legal practice—in Canada and Scotland. Candidate is married and resides in California.

W17 — Male, 45 — RENEWAL

Presently city manager of a midwestern city (population 38,000), candidate has 24 years of progressively responsible engineering and administrative experience. Responsibilities have included: all departments except schools in various towns and cities; consultant with the United States Public Health Service; administrative assignments in army hospitals as sanitary engineer-army officer.

Desires an executive position in the redevelopment or renewal fields.

Candidate is a registered civil engineer and surveyor. He has also had training in management, municipal administration, public works administration, and municipal finance. Candidate is married.

W18 — Male — ADMINISTRATIVE

Fifteen years of experience in administrative management, including organizational studies and procedure analysis. Supervisor of office services and personnel with large housing authority for the last seven years. Candidate has done graduate work in public administration and social work.

REDEVELOPMENT—

(*Continued from page* 106)

work on the first of the city's redevelopment projects to have reached the execution stage and, in effect, the launching of an official over-all urban renewal drive.

Urban renewal, Cambridge-style, involves a 116 million dollar construction program that has as participants, not only the municipal and federal governments, but also local industry and commerce and the city's world-renown educational institutions—Massachusetts Institute of Technology, Harvard, Radcliffe. The program has had the advantage, too, of a hard-driving committee—the Citizens Advisory Committee—which was named by Mayor Edward Sullivan in 1956 and numbers among its members such persons as President Eisenhower's missile czar, Dr. James Killian, Jr., and former Urban Renewal Administration staff-man Gilbert R. Barnhart, who serves the committee as executive director. As a result of the program, there already has been a good amount of new construction, both private and public, and the drive is said to have stimulated some $700,000 worth of voluntary property rehabilitation by home owners during 1956. And Mayor Sullivan, in an address outlining a 10-point urban renewal plan for Cambridge, delivered at the November ceremony, indicated that the city would soon be putting more weight behind the conservation-rehabilitation aspects of the campaign.

The clearance project started in November, known as the Rogers Block project, is one of two that have been in the works since 1950; the other, the Riverview Area project, is now in the advanced planning stages. Rogers Block is a 5.5-acre island of residential blight in an industrial-commercial section of the city that is near research facilities maintained by M.I.T. and some of the nearby industries. In keeping with the over-all plan outlined in the city's "workable program" (it was initially approved in September 1955 and has twice since been recertified), Rogers Block will be redeveloped for light industrial use, with off-street parking and commercial facilities. The project was approved in December 1956 for a federal loan of $523,375 and a capital grant of $238,355. A total of around 190 dwellings were to have been demolished.

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